Cisco Win the Workspace with Jabber Call Guide

To generate qualified leads with software decision makers for Cisco® Unified Communications (UC) applications, lead with Cisco Jabber™ solutions.

Target Audience

Software decision makers in IT organizations with 250 or more employees who may or may not be Cisco Unified Communications Manager customers

Potential Contact Titles

- Director, desktop applications
- Director, applications services
- Director, IT infrastructure
- Enterprise IT architect
- Chief or principal architect
- Director, IT architecture
- Director, collaboration
- Director, enterprise support
- Director, IT projects
- Director, end-user applications

- Application manager
- Application delivery manager
- Application specialist or architect
- Desktop manager
- Messaging architect
- Manager, computer operations
- Distributed systems engineer
- Integrated systems specialist
- VP of operations
- Director, IT

These contacts or those with similar titles are responsible for evaluating software applications for deployment on "digital workspaces" (desktop, laptop, mobile, tablet, etc.) and understanding the current licensing agreements and plans for workspace applications.

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Cisco Jabber Solution Positioning and Messaging Summary

The Cisco Jabber unified communications application lets you be more productive, anytime, from anywhere on any device. Wherever you are, you can quickly and easily find people, see if and how they are available, and collaborate using instant messaging (IM), voice, high-definition (HD) video, voice messaging, desktop sharing, and conferencing.

Cisco Jabber takes advantage of intelligence in Cisco® networks and Cisco Unified Communications Manager to deliver secure, reliable, and high-quality communications. Secure and interoperable, Jabber® puts IT in control with deployment flexibility and investment protection. You get a consistent experience across on-premises and cloud-based deployments–and Jabber uses industry standards to help ensure interoperability across Cisco and with third-party solutions.

Introduction

Hello <contact name>. This is <your name> calling on behalf of <Partner or Cisco Systems>. Do you have a few minutes to talk about how workforce mobility and multiple devices in the workplace are affecting your organization?

Great, thank you. Many organizations like yours are dealing with the increased growth of multiple devices in the workplace and a greater need for their workforce to be able to access applications while mobile. I would like to understand how these trends are affecting your organization and see if we can help you deliver the best user experience, maximize cost savings, or improve productivity.

What is your role in the decision-making process for purchasing desktop software or collaborative workspaces at your organization?(Examples: research options, influencer, makes final decision, etc.)

Great. Thanks.

(If contact appears to be the final decision maker, proceed with the call and skip to the questions.)

(If you are unsure if you have identified the final decision maker, ask this question.)

Who else is involved in making purchase decisions around desktop software or collaborative workspaces? What are their roles in the process?

Now I would like to better understand your desktop environment, your goals, and your challenges. That way we can determine if your organization may benefit from Cisco Collaboration applications and whether it makes sense to discuss further.

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Questions

1. What different types of mobile devices and tablets are your employees using in the workplace today?

    a. What communications capabilities are enabled on those devices?

    b. How important is communicating instantly with co-workers (customers and suppliers) across locations to your organization?

    (Note: The answer to this question will help you understand what UC applications are essential.)

2. What are your overall plans or operations for supporting remote and mobile workers?

    a. How many office locations, remote workers, and mobile workers do you have today? In 3 years?

    b. What percentage of your overall employees are mobile or work remotely?

3. Are employees currently using IM solutions? Which ones?

    (Note: The question will help you position Cisco's interoperability and openness as a differentiator.)

4. What has your organization explored in regards to a complete UC solution that would allow your employees to enable voice, video, and desktop sharing from one client?

5. Are you currently deploying presence and conferencing on mobile devices?

    (Note: If planning to introduce Microsoft UC services to mobile devices, highlight the Lync shortfall to support multiple devices across all the different collaboration experiences.)

6. What video and conferencing solutions does your organization use, and what is planned for the future?

    (Note: If customer already has a third-party conferencing solution or has not yet identified a conferencing solution, position the business benefits of a Cisco WebEx® solution. The ability to expand reach with video is a critical differentiator of the Cisco Jabber solution.]

7. How important are openness and the ability to interoperate with your organization's applications?

    (Note: Highlight open architectures and support of relevant industry standards, allowing the widest degree of compatibility–including integration with third-party application vendors such as Microsoft, IBM, and other third-party video, mobile, and enterprise instant messaging (EIM) solutions. If expressing an interest in Microsoft interoperability, highlight as one of Microsoft's weaknesses, because Microsoft's clients and back-end UC services are largely proprietary and they do not natively work with other UC, EIM, video, contact center, and mobile solutions. If web-enabling customer's business applications, a need for Jabber SDK for larger enterprises is possible.]

8. What are your plans to deploy desktop virtualization?

    (Note: Introduce virtualization, highlighting Cisco's flexible deployment models and our ability to extend voice and video to thin and zero clients and tablets. If the customer is reviewing Microsoft virtualization, highlight Microsoft's network deployment limitations and its inability to deliver virtualized enterprise-class voice and video.]

Closing

When would be a good day and time to schedule a 20-minute meeting to discuss our evaluation of the information you have shared with us today and to provide an overview of our solutions to see if we might be able to address any needs?

If customer does not engage or is not willing to accept offer: Thank you for your time. Would you mind if I send you a link to additional information on Cisco Jabber and our contact information in case you become interested in talking at a later date?

If customer engages: Is there anyone else in your organization who assists you in making these decisions who should also join us during our next meeting?

Thank you and we look forward to talking with you further on date/time.

Objection Handling

The following describe opportunities to address contacts' concerns and to ask more questions that can result in identifying a need that will merit a next meeting or taking the next step forward in the sales process:

Objection: We see no need to deploy conferencing or IM applications.

Response: Many of our customers felt the same way at first. Upon closer inspection of their organization's needs and challenges, they found that they could enrich employee productivity by allowing them to work from anywhere on any device and maximize cost savings through mobility by reducing travel time and office space requirements.

Objection: Cisco doesn't know how to deliver desktop applications.

Response: Cisco Jabber and Cisco WebEx solutions are recognized as leading conferencing and UC applications by many independent third parties and top organizations around the world. Would it be helpful to schedule a demonstration so that you can see how Cisco excels in working across multiple devices and platforms?

Objection: We have chosen the Microsoft client.

Response: No problem. Can you tell me how your organization came to that decision?

What are your plans for incorporating video into your client? What are your challenges around enabling your employees for mobile productivity? Have you considered Web Application Integration? How important is maximizing flexibility and platform choice to introducing new workloads to your business?

Objection: We have already paid for it.

Response: Microsoft licenses require both an acquisition cost as well as an ongoing annuity in the form of Software Assurance, or SA. So you must continue paying Microsoft over the course of ownership of that license. Have you evaluated whether or not the software fulfills the needs of your organization? Microsoft's UC solutions are limited in capability when it comes to real-time voice and video, mobility platforms, virtualization scenarios, and the workspace of the future. Would it be worth investing 30 minutes of your time to evaluate whether your current solution is actually meeting the needs of your organization?

Objection: Cisco products are expensive.

Response: When looking at the Total Cost of Ownership (TCO) of the Cisco solution versus the entire Microsoft solution, the Cisco solution can often be more cost-effective. With Microsoft, 85 percent of the cost is outside the software itself (server, handsets, gateway, etc.), and you may need a multitude of third-party hardware and software components to deliver the full solution. You may have to purchase all of these components separately—and you have to maintain and manage them separately as well.

Objection: Cisco products do not integrate well with Microsoft products.

Response: Cisco fully integrates with Microsoft Office Suite as well as Outlook and SharePoint. You can schedule WebEx® meetings in Outlook, start them from a Word document, or have full presence information as well as click-to-call and directory integration in Outlook, SharePoint, or any other Office application. Unlike Microsoft, we also have integration with Google Apps and Lotus, and availability of the Cisco WebEx and Cisco Jabber solutions across a wider range of devices and platforms than Microsoft can provide.

Objection: We have already purchased the Enterprise CAL.

Response: We have found that many organizations are not using all of the offerings within Enterprise CAL. Over the long term, organizations often spend more money than they need to in order to obtain one or two components. Would it make sense for us to schedule a brief meeting to look at other potential options that might be more cost-effective?