

# Presidio & Cisco Partnership



Presidio partners closely with Cisco to power successful business outcomes for our joint clients. We understand that cloud is only as powerful as the network that supports it, unified collaboration hinges on highly available applications, and security is paramount for any cloud or hybrid strategy. Hence, the powerful alignment between Presidio's full lifecycle services and Cisco's best-in-class technology is the differentiator behind customers' ever-evolving digital transformation.

## GO TO MARKET STRATEGY

### Prioritize driving successful business outcomes

- ◆ Don't sell technology, provide a solution that's driven by technology
- ◆ Tell the PRESIDIO story, not a list of capabilities:
  - Understand the key business challenges
  - Align Presidio's extended portfolio of offerings to CREATE Solutions
  - Demonstrate Presidio's experience with client success stories
- ◆ Build on successful outcomes – extend across the franchise

### Create an exceptional buying experience

- ◆ Simplify complexity of the "modern digital journey"
- ◆ Connect platforms to workloads (Data + Apps + Infrastructure)
- ◆ Offer flexible procurement and delivery models:
  - Enterprise Agreements
  - Subscription Services
  - On-Demand XaaS
  - CSP Marketplace (with custom bundles)
- ◆ Drive user adoption of subscription services

MANAGE THE FULL LIFECYCLE: ARCHITECT → DEPLOY → OPERATIONALIZE → OPTIMIZE

#### MAIN AREAS OF ALIGNMENT



**CLOUD-NATIVE  
VS.  
CLOUD VM**

PRESIDIO®  
RapidINNOVATION



**ENSURING  
SECURED  
CONNECTIVITY**

NO NETWORK.  
NO CLOUD.



**UNIFIED  
DIGITAL  
EXPERIENCE**

PRESIDIO®  
DEX / CX / EUC



**CONSUMPTION  
OPTIMIZATION**

PRESIDIO®  
PRISM

## FY 2022 AWARDS

Global Customer Experience Partner of the Year  
Americas Cisco Capital Partner of the Year  
Americas Meraki Partner of the Year  
Americas Public Sector Partner of the Year  
USA Central SLED Partner of the Year  
USA Central South Enterprise Partner of the Year  
USA East Area Partner of the Year  
USA East Enterprise Partner of the Year  
USA East SLED Partner of the Year  
USA West SLED Partner of the Year  
Webex Customer Experience Partner Award

## CERTIFICATIONS

Gold Integrator  
Gold Provider

## SPECIALIZATIONS

Environmental Sustainability Specialization  
Customer Experience Specialization  
Master Collaboration Specialization  
Master Data Center and Hybrid Cloud Specialization  
Master Networking Specialization

Master Security Specialization  
Data Center Specialization  
Cisco Hyperflex Specialization  
Advanced Collaboration Architecture Specialization  
Advanced Customer Experience Specialization  
Advanced Data Center Architecture Specialization  
Advanced Unified Contact Center Enterprise Specialization  
Advanced Enterprise Networks Architecture Specialization  
Advanced SP Architecture Specialization  
Advanced Security Architecture Specialization  
IOT Advantage Specialization  
Cisco IoT Specialization  
Cisco Webex Contact Center Specialization  
Collaboration SaaS Specialization  
AppDynamics Specialization  
Full-Stack Observability Solution Specialization  
Cisco Webex Calling with Calling Plan  
DevNet Specialization  
Cisco Unified Contact Center Express Specialization

Contact Presidio today: [www.presidio.com](http://www.presidio.com)