



Objectives and Overview

Opportunity

The Elevator Pitch

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Use Cases

Resources/Customer-Facing Materials

This sales campaign provides you with all the tools and information you need to migrate your existing customers and new prospects to Cisco Webex with AT&T employing the Flex Contract vehicle.

### Look for customer triggers

- ▶ Have an existing Call Manager
- ▶ Move to cloud
- ▶ Better overall Meeting solution
- ▶ Global Enterprise Hosted Calling and/or Conferencing Needs – old equipment (Avaya), expanding office locations, etc.

## Webex with AT&T Sales Plays Strategy

Customer Profiles

Profile	Play 1 Customer Has Call Manager	Play 2 Customer Wants Better Meeting Experience	Play 3 Customer is Moving to the Cloud
Play	Move licensing to AT&T & Bundle in meetings and/or path to the cloud	Offer industry leading meeting solution & bundle in hosted voice	Offer hosted voice & Bundle in Meetings
Customer benefits	Save money and improve end user experience (better performance, reliability and security)	Save money and improve end user experience (better performance, reliability and security)	Save money and improve end user experience (better performance, reliability and security)
Addressable Market	~Half AT&T customers (Call Manager has 45% market share)	~Half AT&T customers (Cisco WebEx has 52% market share)	100% of customers use voice services

Contract to bill in as short as 30 days



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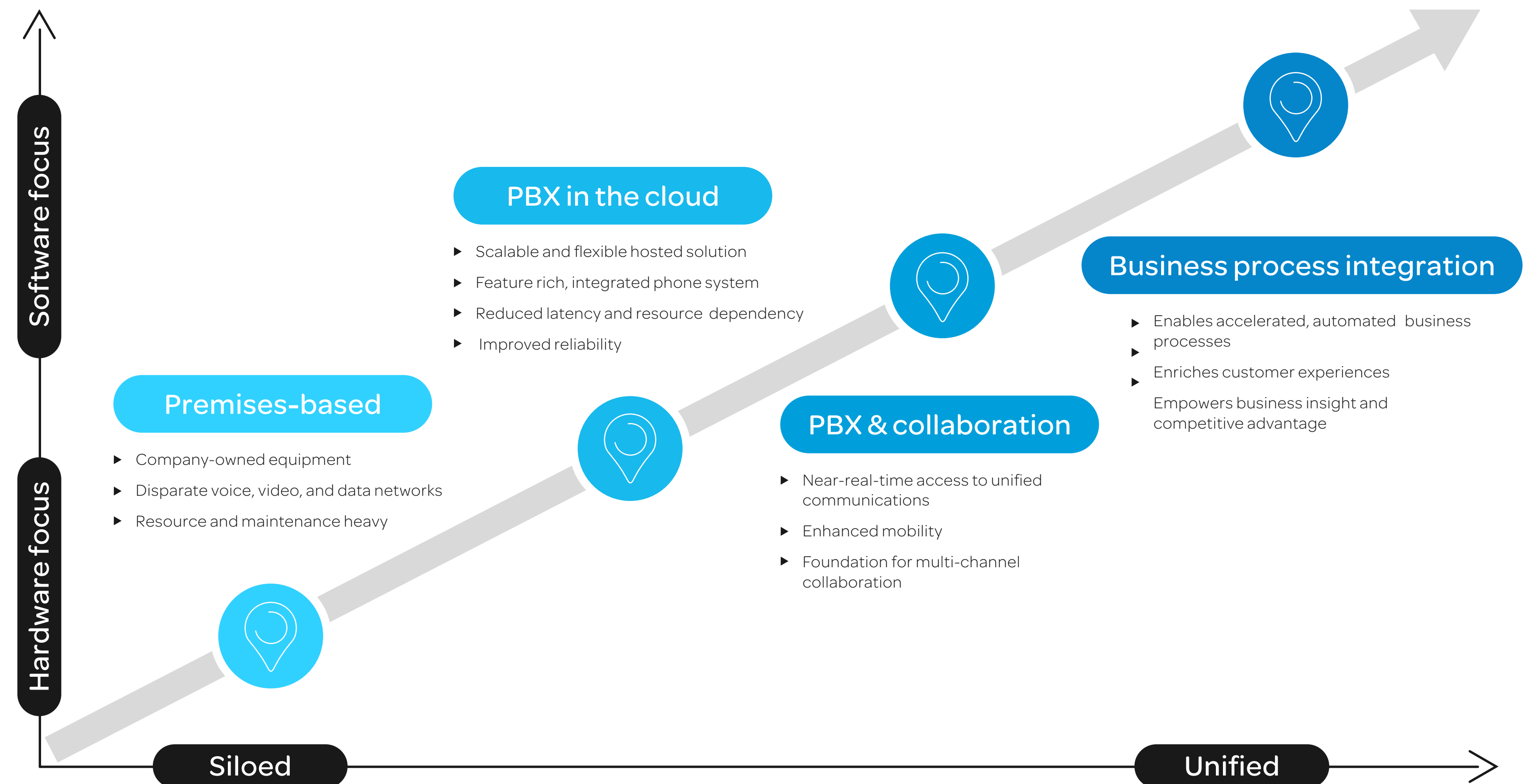
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## What is the opportunity?





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## What is the opportunity?

- ▶ Webex with AT&T utilizing the Flex Contract Vehicle is a subscription model which converts customers' CAPEX to OPEX in an AT&T-based MRC
  - Convert existing premises-based Cisco Communications Manager customers to Webex with AT&T
  - Convert existing AT&T Conferencing with Webex customer/to a Webex/AT&T Flex Contract Vehicle customer, enabling a richer meeting experience and workflow
  - Upsell Cisco Webex to offer additional services; potential upsell for consulting services for complex transformations
  - Provisioning – contracting and potential deployment project based on upsell
- ▶ Locks in the customer with a strategic service for multi-year, monthly-recurring revenue streams
- ▶ Become the trusted business partner, solution provider
- ▶ Cisco Webex with AT&T: easier to sell, shorter sales cycles, increased win rates

## Cisco Leadership in Collaboration

- #1 market share position for on premise meeting solutions
- The leader in Gartner's Magic Quadrant in Meeting Solutions
- Cisco 6B meeting minutes every month (as of Oct 2018)
- More people use Webex than all other vendors combined





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## Cisco Webex with AT&T

Flexible contracting for Webex Calling (Voice (Hosted/HCS, Prem)) and/or Webex Meetings and Team Collaboration

### Why AT&T?

1. Unmatched voice network coverage and capabilities with global reach
2. Data networking sheer volume of petabytes per day running across AT&T's network: secure, enabled, pervasive
3. Mobility: global network provider with mobility solutions available in all parts of the world with highest security, dynamic traffic management, device management
4. AT&T support experience: global project management, service management all under one roof

### Why Cisco?

All technology silos intergrated into a single collaboration OS, intelligently designed to meet all customer requirements for collaboration

1. All technology silos intergrated into a single collaboration OS, intelligently designed to meet all customer requirements for collaboration
2. Allow customers to purchase suite of services in a single contract, enabling flexible deployment/consumption of services
3. Bridges not Islands. Our application layer bridges existing architectures with the network, creating value for the customer by integrating the network with end points, including application suites like MSFT, Oracle, etc.



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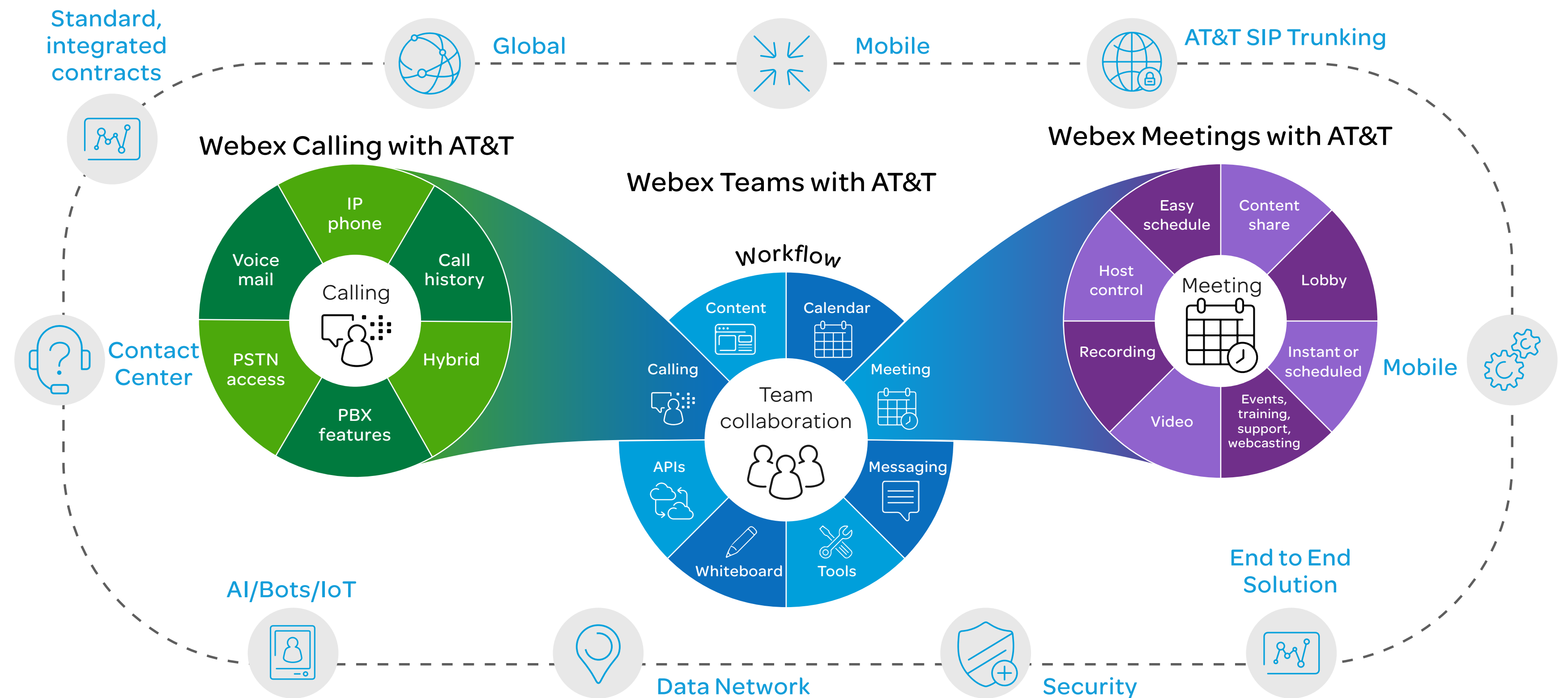
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## 1. Cisco Webex with AT&T: A comprehensive collaboration suite



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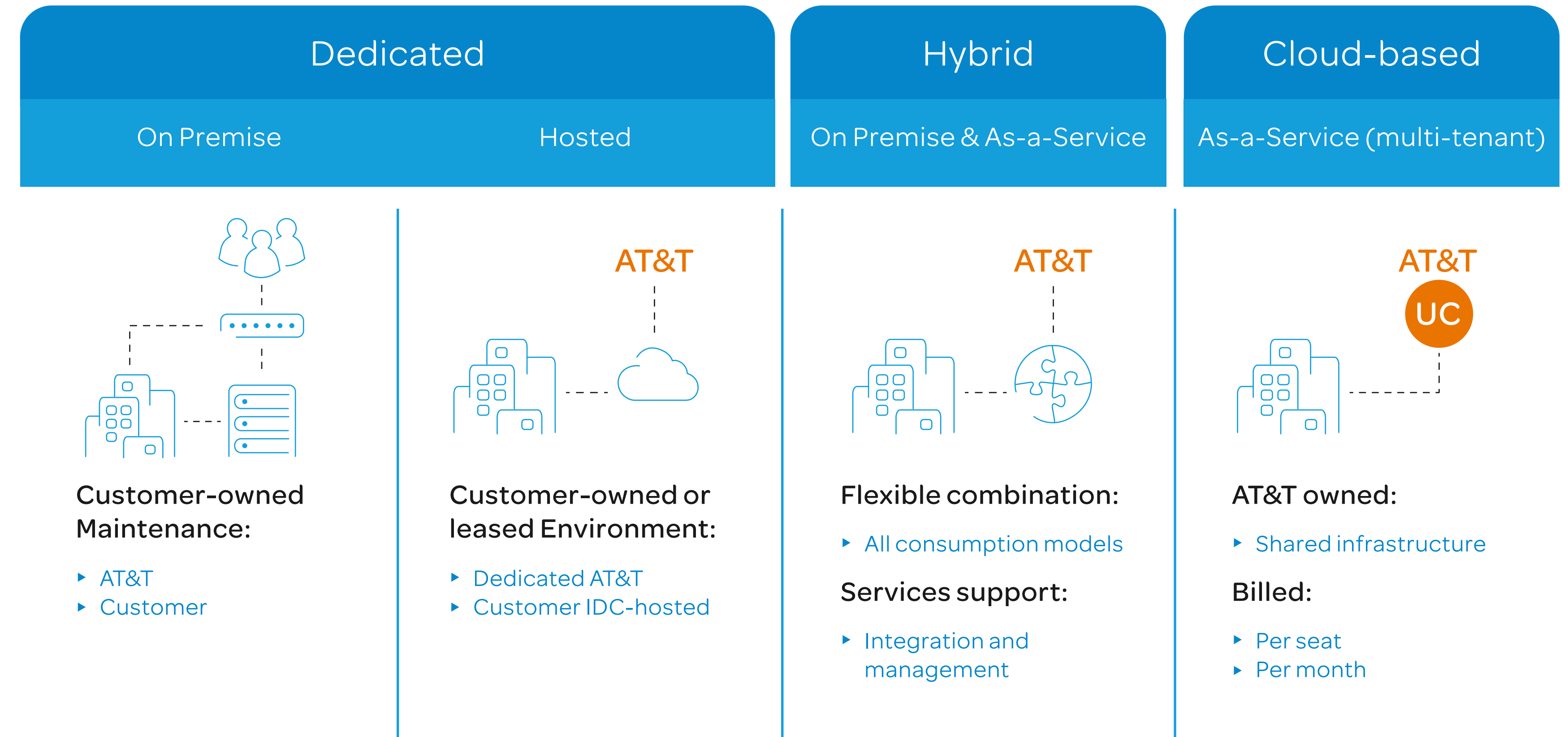
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## 2. AT&T can support different deployment options



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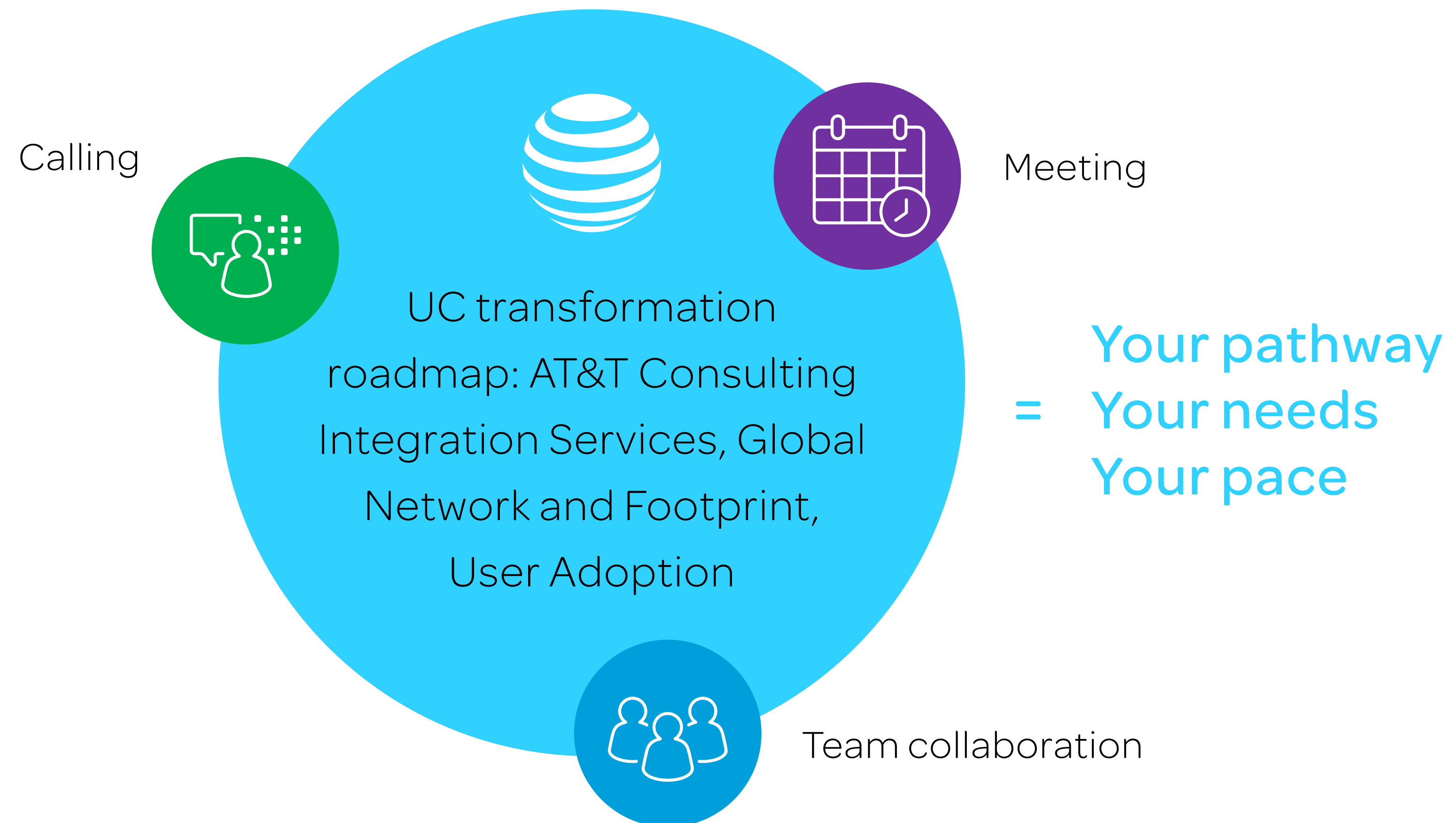
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### 3. AT&T is enabling the conversation evolution:

Calling – Meeting – Team Collaboration







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## 4. Made better by AT&T

We make Cisco better by integrating the Webex product set into the depth and breadth of AT&T's network

Better End User Experience

Cost Effective

Single Point of Accountability & Support Globally

IPFlex, ADTM, Netbond/AVPN

Onnet Pricing for IPFlex and Mobility Calls

END TO END



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## 5. Why AT&T?

### Customer Operations Centers

in Malaysia, India, Singapore, Czech Republic, Slovakia, Brazil, and Puerto Rico



AT&T global contracting and billing available in **60+ countries**



The AT&T Network connects **99%** of the world's economy in nearly 200 countries



### Helpdesk localization

available in 14 languages



### Webex Meetings

with AT&T supported in **150+ countries**



### Trusted Advisor

Customers include nearly all of Fortune 1000  
60% FTSE 100 (UK)  
90% CAC 40 (France)  
90% DAX (Germany)  
70% Nikkei 225 (Japan)



### AT&T NetBond®

for Cloud ecosystem has more than 20 members and provides customers access to over 130 different cloud solutions

AT&T deploys Cisco HCS to **400k employees**

in 140 countries across 5 continents  
Largest HCS deployment ever



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#1

WW Enterprise Voice\*

#1

WW Web/Video Conferencing\* (44.7%)

#1

North America Enterprise Contact Center\* - (42.3%) - #2 WW

#1

WW TP Endpoints /Infrastructure\*

#1

Score in Gartner 2018 Critical Capabilities for Calling & Meetings

22

RedDot Awards



11

Years Leader in Gartner UC MQ



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## Cisco Webex vs Microsoft

[Collaboration Competitive Sales Play Battle Card for Microsoft](#)

[Collaboration Competitive Sales Play Infographic for Microsoft](#)

## Cisco Webex vs Zoom

[Collaboration Competitive Sales Play Battle Card for Zoom](#)

[Collaboration Competitive Sales Play Infographic for Zoom](#)





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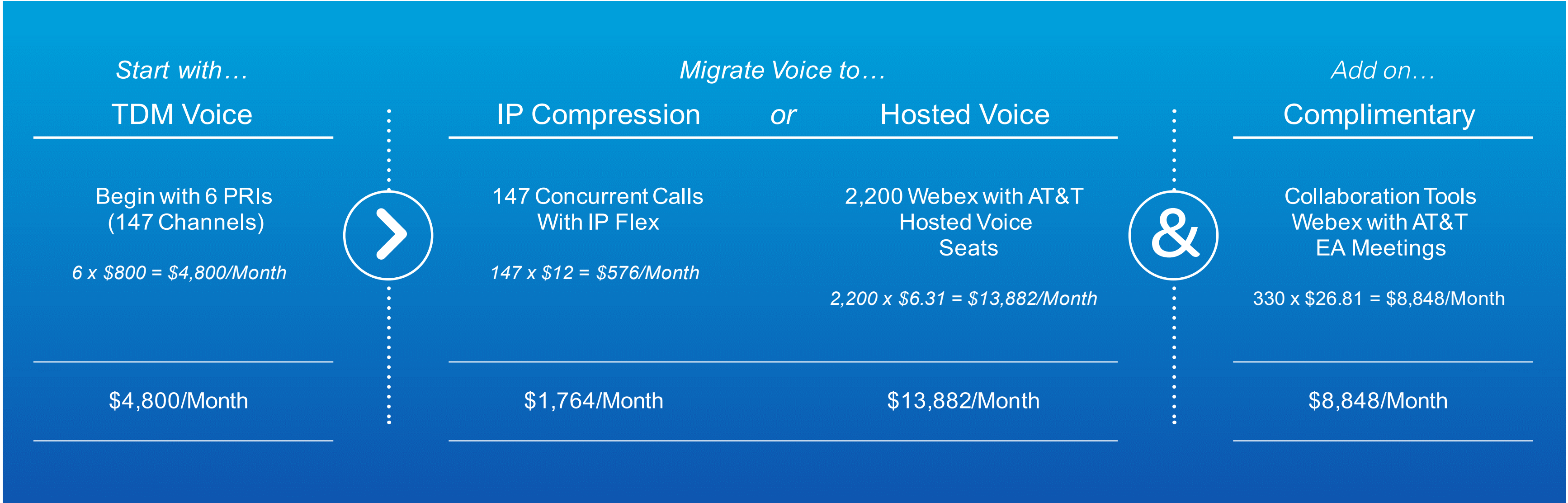
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Revenue Growth Example  
Example: Lineage Logistics



Contract to bill in as short as 30 days

\* Solution represents actual example. TDM Voice portion is representative





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Customer Savings Example

Start with...					
Customer Scenario	Before		After		Additional Benefits
<i>Customer with Cisco Unified Call Manager (CUCM) PBX</i>	1,000 knowledge workers \$217k licenses \$40k SWSS (support)		1,000 knowledge workers \$300k licenses SWSS deferral / credit Includes Calling & Webex Meetings		<div>Customer</div> <ul style="list-style-type: none"><li>✓ Improved end user experience</li><li>✓ Webex Teams for free</li><li>✓ Ease of deployment</li><li>✓ Protects investment in existing on-premises infrastructure</li><li>✓ Trade-In credit for existing licenses</li></ul> <div>AT&amp;T</div> <ul style="list-style-type: none"><li>✓ Contract to close in as short as one billing cycle ( &lt; 30 days)</li><li>✓ CPE like sales cycle on a much better type of deal (high EBITDA)</li><li>✓ Strategic Services monthly revenue</li><li>✓ Positions AT&amp;T to capture the market transition to cloud</li></ul>
<i>Standalone WebEx with another provider</i>	\$240k WebEx License cost				
	\$280k annual cost + \$217k lic + operating exp		\$300k annual cost + operating expenses		

Up to 40% customer savings + additional benefits





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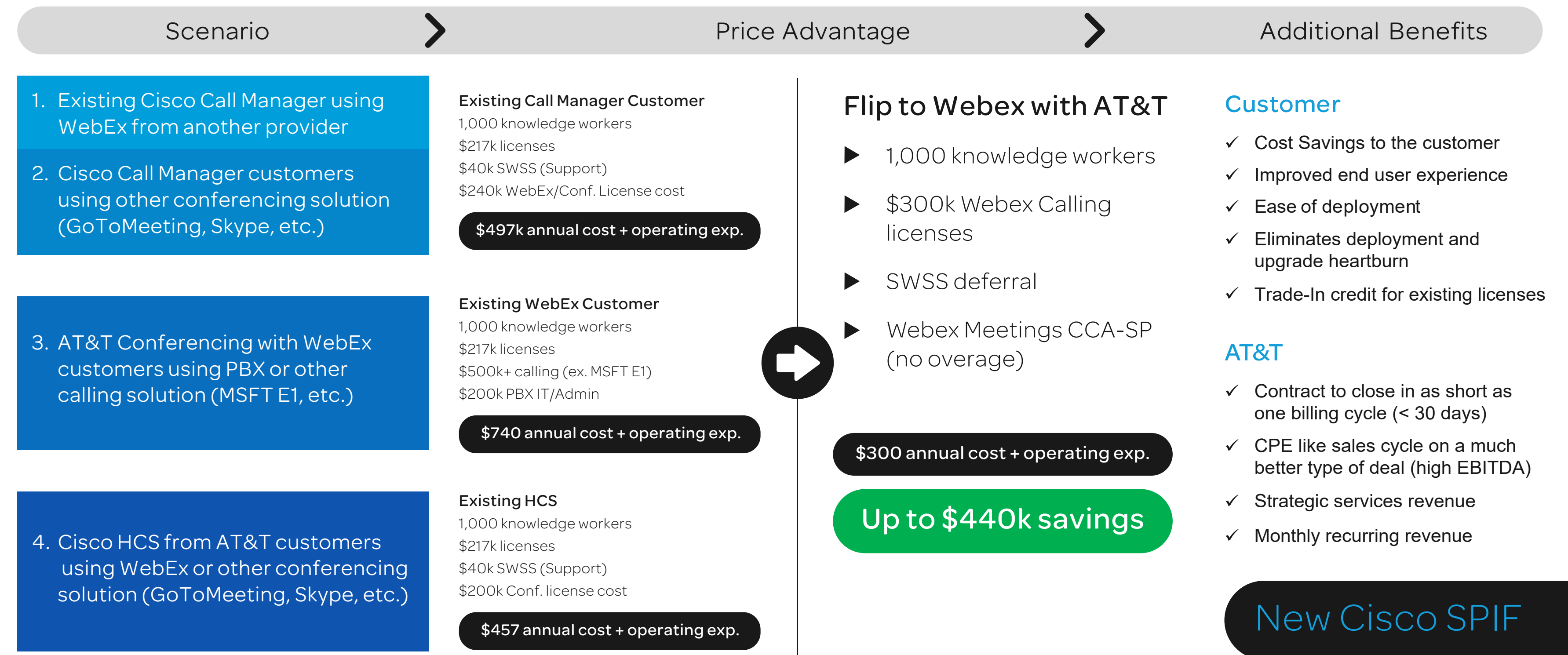
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## Acquire & Grow – example cost/benefit analysis



Sample price examples assume standard pricing covering license and maintenance costs. Actual usage costs are assumed equal.





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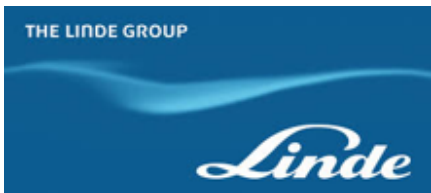
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Cisco Hosted Collaboration Solution with AT&T

Aeropostale  
AutoZone  
Electrolux  
Global Technology Company  
Bacardi Limited

Dow Chemicals  
Lululemon Athletica  
Luxottica  
Petco  
Gartner

The Linde Group  
Nissin  
Tempur-Pedic  
Nitto  
Smiths

Cisco Webex with AT&T

Barneys  
Best Buy  
Applied Materials  
Faurecia  
Owens-Illinois (O-I)  
Omnicom Group

Download the Customer Win Deck for more details.

[Cisco Click Here](#) [AT&T Click Here](#)



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## Use Cases

- ▶ Next gen Webex experience
- ▶ Add video to desktop phones
- ▶ Upgrade to IP
- ▶ Smarter meeting rooms
- ▶ Huddle spaces
- ▶ AI
  - Webex Assistant
  - Social media integration to Webex People
- ▶ AR
  - Virtualized workstation environments
  - Workflow automation
- ▶ Phone refresh & innovation
- ▶ Room innovation
- ▶ Award-winning end-point portfolio
- ▶ Video Migrations
- ▶ UC Migrations



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## Resources/Customer-Facing Materials

- ▶ [Flex Plan Partner Presentation](#)
- ▶ [Cisco Collaboration Journey Presentation for Account Managers](#)
- ▶ [Collaboration Flex Plan Hub](#)
- ▶ [Flip to Flex Portal](#)
- ▶ [Flex Value Pitch](#)
- ▶ [Flex Plan University Training Series](#)
- ▶ [Cloud calling in FLEX plan messaging brief](#)
- ▶ [Flex Plan Enterprise Agreement Calling Datasheet](#)
- ▶ [Flex Plan Named User Calling Datasheet](#)
- ▶ [Cisco Webex with AT&T Brochure](#)
- ▶ [Webex Calling with AT&T](#)
- ▶ [Webex Meetings with AT&T Brochure](#)
- ▶ [Webex with AT&T EBC Template](#)