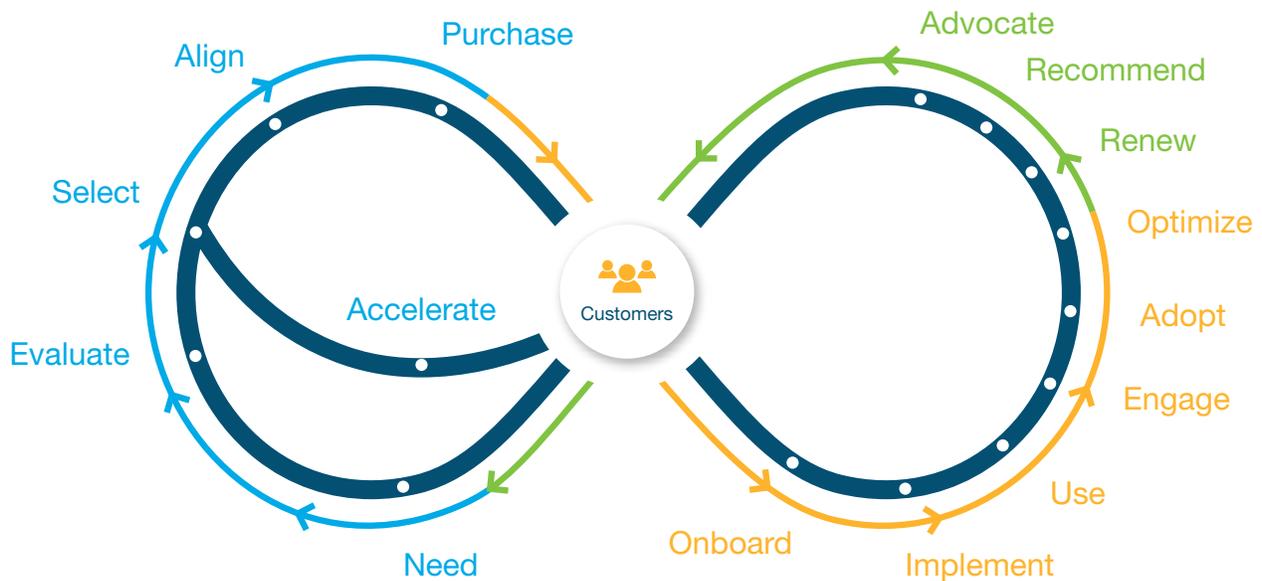


SHORTER SALES CYCLES ARE IN OUR DNA

LOCATION DATA.
A LEVEL UP.



APPLYING THE CISCO CX METHODOLOGY TO DNA SPACES: A STEP-BY-STEP GUIDE



By applying the CX methodology to your DNA Spaces sales, you'll help improve your customer retention and upsell opportunities.

Pit stop #1: NEED

Selling Cisco DNA Spaces begins with recognizing your customer's need to better understand the behavior and location of people (e.g., visitors, employees) and things (e.g., assets, sensors).

Use these resources to help uncover the best solution for your customer:

- [DNA Spaces Overview](#)
- [DNA Spaces YouTube Hub](#)

Here are four industry-specific DNA Spaces use cases:

- [Education](#)
- [Healthcare](#)
- [Workspaces](#)
- [Hospitality](#)



Pit stop #2: EVALUATE



Cisco DNA Spaces is a single, scalable and reliable platform that synthesizes data across your properties and wireless investments to deliver location-based services of people and things at scale.

Help your customers evaluate Cisco DNA Spaces by giving them access to a live or on-demand demo via [Cisco dCloud](#), using the following credentials:

- Username: demo
- Password: demo1234!

A 30-day free trial of DNA Spaces is also available [here](#).

Contact the [Ingram Micro Business Transformation Center](#) (BTC) for assistance, including product and solution demonstrations and expert guidance to meet customer business outcomes. You can also email us at BTC@ingrammicro.com.

Pit stop #3: SELECT



Cisco DNA Spaces uses your existing Wi-Fi infrastructure to digitize physical spaces including people (visitors, guests, employees) and things (assets, sensors, smart devices).

DNA Spaces base solution is built on the following three main components—determine which solution is right for your customer:

SEE what's happening at your spaces

- Location hierarchy
- Location analytics
- Behavior metrics
- Right Now metrics
- Impact analysis
- Open roaming

EXTEND platform capabilities, drive business outcomes

- App center
- Enterprise integrations
- Internal Cisco integrations

ACT on insights using engagement toolkits

- Captive portals
- Detect and locate (advanced)
- Location personas
- Proximity reporting
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- Asset locator
- Access point gateways

Get customers to yes faster. Cisco and Ingram Micro offer unique financing opportunities to ensure your customer doesn't have to make any solution compromises:

- [Cisco Capital](#)—From fair market value leases to full payout leases to loans to lifecycle financing, Cisco Capital has a variety of options that can help partners close more deals.
- [Ingram Micro Financial Solutions](#)—A comprehensive portfolio of credit and financing options to help Ingram Micro partners capitalize on new opportunities and close more sales.

#3

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Pit stop #4: ALIGN



Ensure your sales team, customer, Cisco account manager and Cisco partner account manager (PAM) are all on the same page and confirm business objectives are clearly defined.

This will save you from wasting time with product returns and reevaluations down the road.

Pit stop #5: PURCHASE



DNA Spaces is available as three different license packages:

1. SEE
2. EXTEND
3. ACT

Licenses are available when purchasing new Cisco access points with DNA subscriptions or as standalone a la carte purchases.

Ordering information can be found on the [Cisco DNA Spaces Data Sheet](#) and [Cisco DNA Software Wireless Subscription Feature Matrix](#).

The customer purchases the solution based on their business needs.

- If Cisco awarded deviated pricing, the purchase order (PO) should include Deal ID details.
- The partner submits the PO to Ingram Micro to process with Cisco.

Use our [Partner Go Portal](#) for a streamlined experience. Click [here](#) for the user guide.

Pit stop #6: ONBOARD



Now that your end customer has purchased Cisco DNA Spaces, education and enablement are essential.

At this phase, you should begin your customer success plan to ensure as you deploy the solution and your end customer begins to use it, they achieve the desired outcomes.

As an Ingram Micro partner, we have several resources you can use for DNA training and education:

- [Cisco SalesConnect](#) is an online learning hub with several resources
- [Blackbelt Training Academy](#) provides technical overviews of the solution
- [Design guides](#)
- [General sales overviews](#) (free access)
- [Cisco dCloud](#) provides online live or pre-recorded demos you can access to bring technology to life for your customers
- [Ingram Micro Business Transformation Center](#) (BTC) provides assistance, including product and solution demonstrations and expert guidance to meet customer business outcomes. You can also email us at BTC@ingrammicro.com



Pit stop #7: IMPLEMENT

Cisco DNA Spaces can be deployed cloud-only or as a hybrid—cloud plus on-premises. On-premises is required for hyper location compute functionality.

[Ingram Micro Professional and Training Services](#) has a wide array of offerings (e.g., IM Link, training, management tools) that are available to our partners to help ensure a smooth DNA implementation. Visit <https://ingrammicrolink.com/> for more information.

Partners can use the [Smart Net Total Care \(SNTC\) portal](#), which includes access to Cisco TAC (technical assistance center) support for [solution deployment](#) assistance.

Cisco also provides the following DNA Spaces implementation resources:

- [FAQ](#)
- [Setup Guide](#)
- [Configuration Guide](#)
- [Asset Locator Configuration Guide](#)
- [Connector Configuration Guide](#)
- [Detect and Locate Configuration Guide](#)
- [IoT Services Configuration Guide](#)
- [Proximity Reporting App Configuration Guide](#)

Pit stop #8: USE

After deployment, it's important to monitor usage and health of your end customer for this solution.

- Have all the licenses been deployed?
- Are they performing all intended functions?
- Is data properly flowing to allow the solution to be effective?

Captive portal—Seamlessly onboard visitors at your properties and deliver zero-click targeted engagements.

Engagements—Trigger contextual engagements across SMS, email and other channels based on visitor behaviors.

Operational insights—Identify and monitor assets, detect anomalies, optimize operations and response times and integrate with enterprise systems.

Location personas—Profile and segment visitors based on their behavior.

Pit stop #9: ENGAGE

This is a great time to schedule your first QSR (quality service review) to understand how the customer is using the solution to ensure appropriate engagement. Cisco DNA Space's impact is best measured in the time savings gained through improved automation in network management and operations.

Day-to-day operations of [DNA Assurance](#) allow for improved network scale across site, devices and users to improve your customer's experience of accessing their resources across the network. IT staff can quickly respond to issues and increase timely updates and upgrades for new features and security measures.



Pit stop #10: ADOPT



The key here is to ensure your customer is actively using the solution leading to full adoption.

Within this step, it's essential to make sure the objectives align. DNA Spaces is the ultimate analytics and insights engine.

- Work collectively with your customer to review usage KPIs.
- Monitor this data regularly to identify spikes and dips in the usage.

In this step, the following objectives are vital:

- Track success against expected outcome using your customer success plan developed in Onboard.
- With these insights, you can deliver contextual engagements that are valuable and relevant.

- Besides looking at where people go, organizations can also drive operational efficiencies by monitoring asset location, movement and usage.
- The Right Now app, which is bundled in the Cisco DNA Spaces solution, allows workplace services to monitor the number of people in buildings in real time and set density thresholds.
- If an individual self-reports as positive for the virus, the Proximity Reporting app facilitates investigation by summarizing impact across employees, floors and buildings.
- These apps don't require a mobile application or additional hardware. Customers with Cisco wireless access points can activate and leverage these apps with Cisco DNA Spaces.

Pit stop #11: OPTIMIZE



Provide your customers with continual updates, ensuring new product features are tested, enabled and adopted.

In this step, you want to help your customer realize unexpected value. DNA Spaces is continually evolving and moving beyond just core network solutions to include more Cisco components.

Having an intuitive way to manage and integrate components into the customer's solutions will drive further brand loyalty and support of Cisco solutions.

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Pit stop #12: RENEW

DNA Spaces are now a crucial part of their environment. Without it, they wouldn't be as efficient, secure or agile.

- Begin engaging your customer 90–180 days before the renewal deadline so that you'll have time to address any objections.
- Review the overall account and Cisco Cloud Services Platform (CSP) that was in place.

- Review the product telemetry and usage.
- Review the expected outcomes and results (they should be more efficient, secure and agile).

The features and functionality your customer uses and depends on for their network and solution operations will make renewing the software subscriptions a breeze.

Pit stop #13: RECOMMEND

Review the end customer's environment to ensure the entire solution is still in alignment and identify new needs and opportunities to upgrade.

Cisco DNA Spaces is based on a three-tier subscription model: See, Extend and Act. Customers who want the most features and functions can look at their subscription investment and move up the stack across their hardware deployment to gain the most features and functions, and integrated solutions as needed.

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Cisco's partner ecosystem through the DevNet and DevOps platform allow for additions to the DNA Center platform outside native Cisco applications.

Get started with the [DNA Spaces REST API Guide](#).



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Pit stop #14: **ADVOCATE**

Your customer has found complete value out of the solution.

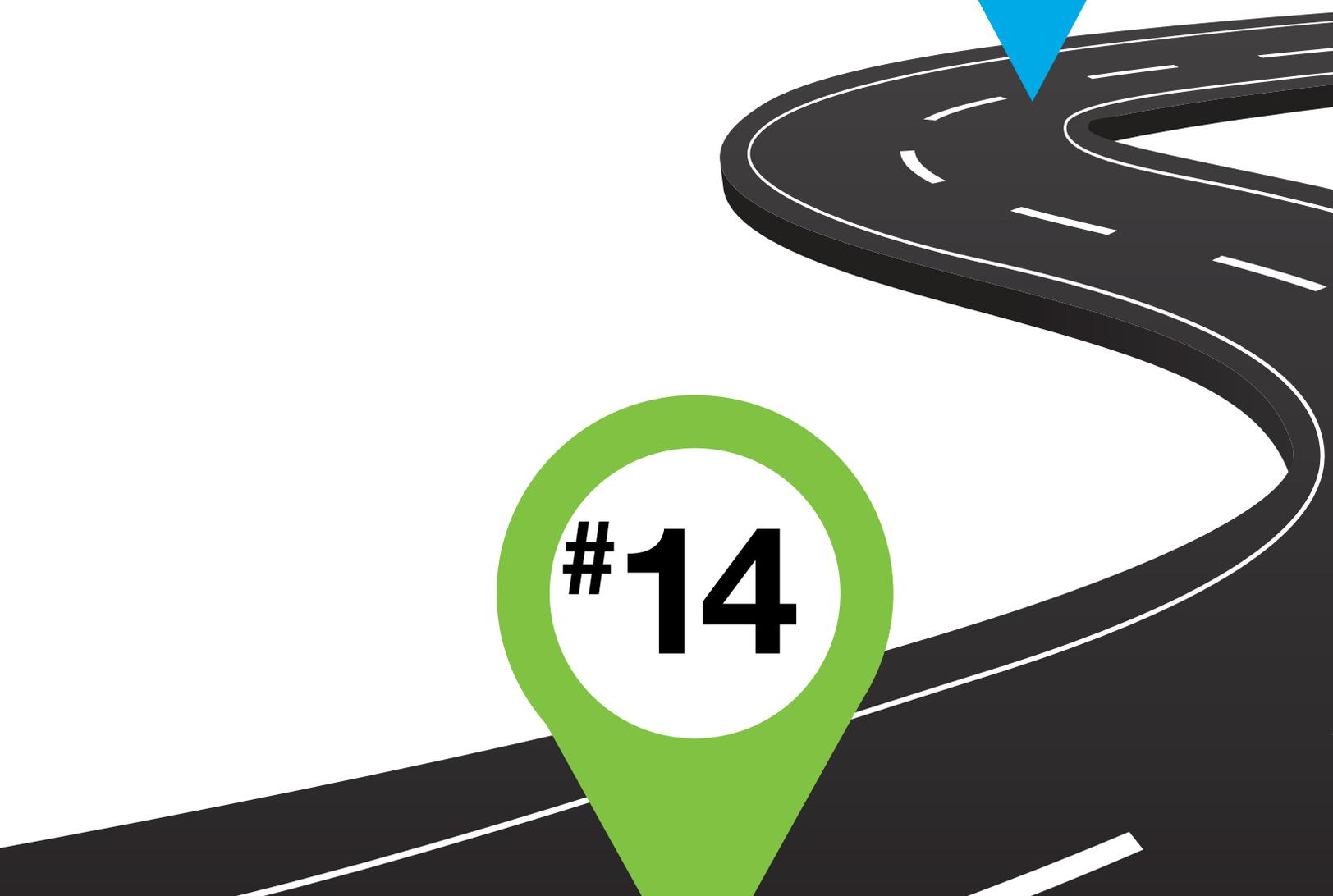
This will lead to additional sales of software licensing and enterprise networking hardware.

It's also important to acknowledge that the customer's business needs may have changed to ensure the entire solution is still in alignment.

Pit stop #15: **ACCELERATE**

The opportunity to expand, upsell or cross-sell DNA services can occur at any pit stop, hence why it cuts across the racetrack like a shortcut to the victory line.

Stay engaged throughout the sales process so that you can respond quickly and appropriately to changes in your customer's business.



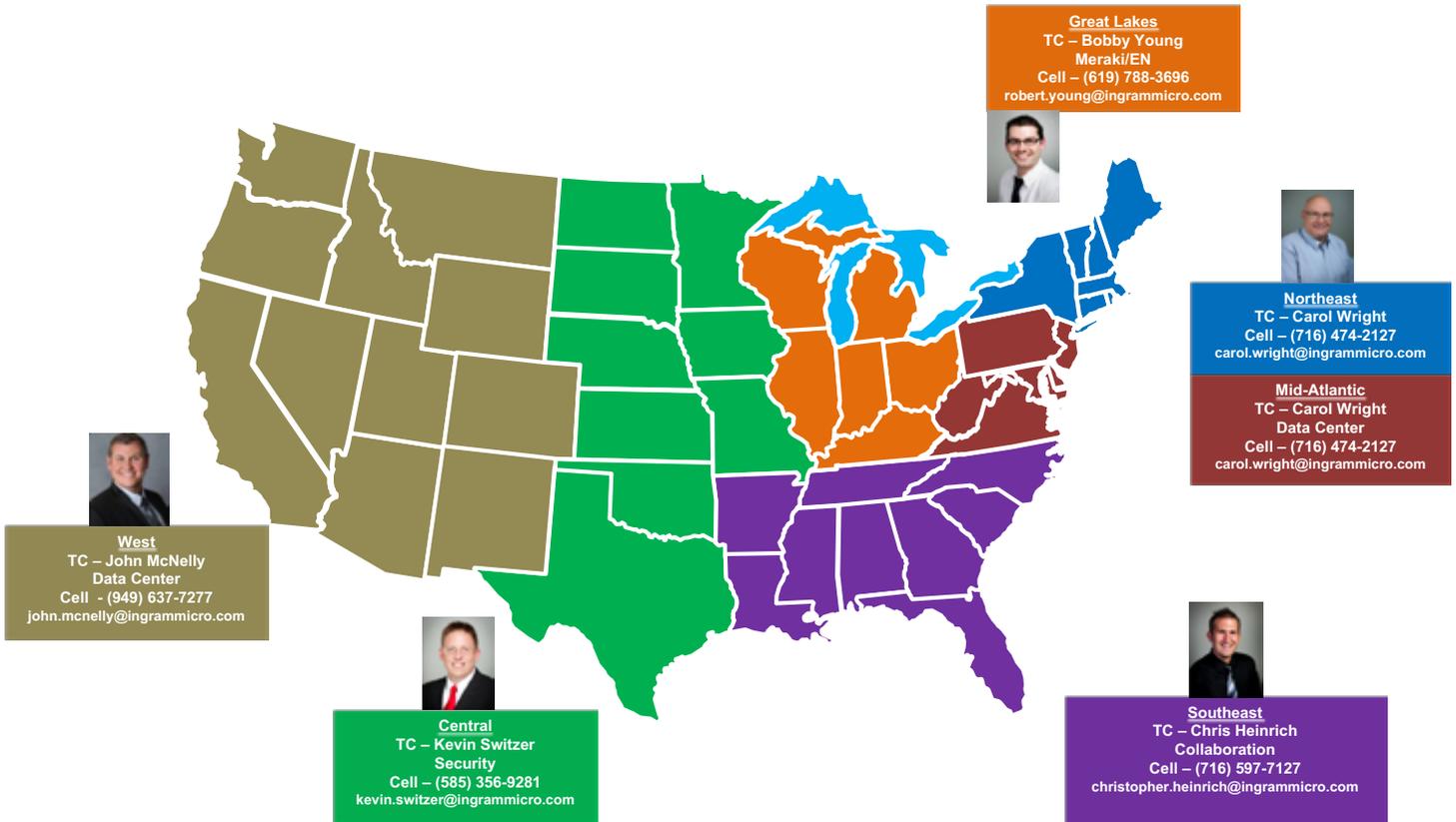
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- **Southeast:** christopher.heinrich@ingrammicro.com

See below to view a map of the regions.



A LEVEL UP.