

Cisco Live Partner Day
Monday, February 6, 2023
The Forum

12:00-13:00

A light lunch will be available in the Forum Lounge

13:15-13:30

Welcome & Opening

Elisabeth De Dobbeleer

Vice President, Cisco Europe, Middle East and Africa Partners

José van Dijk

Vice President, Partner Performance and Experience

13:30-14:15

Success in the Age of the Partner

Oliver Tuszik

Senior Vice President, Global Partner Sales and GM Routes To Market

Customers are entering a new phase of transformation, informed, and accelerated by what they learned over the past few years. Investing in technology is now core to their strategy for managing and thriving in unpredictable times. But customer needs, buying motions, and expectations have changed. Delivering a great experience for customers and employees is a top priority. Yet, with the pace and scale of innovation, influence of new buying centers, focus on outcomes, and rise of managed and as-a-Service consumption, delivering this new experience is more challenging than ever. We are entering an era unlike any before – and partners are at the center of it. Hear how Cisco is supporting and enabling partners to deliver amazing customer experiences and have predictable profitability. Learn how Cisco and partners can create, sell & win, and deliver together in the age of the partner.

14:15-15:00

Managed Services Eats Everything: Boost your MS Strategy with Cisco

Alexandra Zagury

Vice President, Partner Managed & as-a-Service, Global Partner Organization

Kunal Kaul,

Managing Director, Managed Services EMEA Partners

Managed Services is one of the most exciting market transitions in our business right now. Customers are asking for outcomes and experiences and Managed Services is the best way to deliver Customer Value and drive transformation. In this session we will help you understand how Cisco is leading the Managed Services Transition for our Partners, wherever they are in their journey and evolution. You will get insights about the Market opportunity, how to build a managed offer with Cisco and how to accelerate GTM transformation with Cisco Powered Services.

15:00-15:15

Break

15:15-16:00

Data driven Sustainability through Cisco Technology

Gordon Thomson

Vice President, Technology Acceleration, EMEA

Kim Cramer Sonn

Channel Director, Cisco EMEA North

In EMEA, we continue to take steps to prepare our homes for the energy crisis. But how prepared are businesses to deal with rising costs? Businesses typically use more energy than consumer households and pay a higher tariff. Your customers have probably been asking you how they can solve this problem. Cisco is here to help equip you to support your customers on their sustainability journeys.

Gordon Thomson, VP Technology Acceleration, EMEA, explores how Cisco can support customers and partners on their sustainability journey using Cisco's innovative services and technologies, such as Power over Ethernet. Here are three reasons to join the session:

1. Learn how you can help your customers save energy and minimize costs today
2. Discover what technologies can help your customers to save energy and drive their broader sustainability goals
3. Find out how Cisco can partner with you to build your customer's sustainability journey with its services, solutions and programs

16:00-16:45

The API Economy – Programmability Business Value

Hendrik Blokhuis

Chief Technology Officer & Director Cisco EMEA Partners

Julio Gómez

Principal Sales Architect

Let's explore how software and programmability are disrupting business models across the industry, what is the value of Cisco APIs and how the ecosystem is using them. We will take a look at the requirements from customers and partners, and what the future looks like for their capabilities, business value, profitability and expected services catalogue. Finally, we will see how you can leverage Cisco resources to reskill your organization, leverage existing prototypes and go to market with innovative solutions.

16:45-17:30

Drinks Reception – Meet with the Cisco experts

After the event at 16:45 we will host a drinks reception in the Forum lounge, inviting our partners to meet with the Cisco experts during drinks and canapes.