

# Comstor Security Initiative (CSI)

[ an introduction ]



COMSTOR SECURITY INITIATIVE



GET STARTED  
(303) 222 4728

ASK YOUR COMSTOR REPRESENTATIVE FOR  
DETAILS ABOUT CSI AND WHAT LEVEL IS RIGHT  
FOR YOUR ORGANIZATION

A multi-faceted Comstor program designed to help resellers initiate and grow your Cisco Security practice.

## DESCRIPTION

CSI, *Comstor Security Initiative*, is a comprehensive development program designed to help value added resellers (VARs) build a successful Cisco Security practice. This comprehensive program provides focused consulting, best practices, education, training, tools and tactics for each reseller's core business functions, including: executive, sales, engineering and marketing.

### Executive

Strategy Development  
Go-To-Market Planning  
Cisco Relationship Mgmt

### Engineering

Cisco Training  
Special Programs  
Workshops & Webinars

### Sales

Training  
Special Programs  
Workshops & Webinars

### Marketing

Customize Collateral  
Campaigns & Programs  
Integrated Marketing

## YOU CHOOSE YOUR LEVEL OF ENGAGEMENT

No matter where your company stands in relation to the development of your Security practice, CSI will help you successfully grow your business. We have three (3) pre-defined program levels to suit your specific needs:



## A "MEMBERS ONLY" PROGRAM

CSI is open to all Comstor customers who join the program. If you are interested in becoming a CSI member, please contact your existing Business Development Manager (BDM) or, contact the CSI Team directly @ (303) 222-4728.

# PROGRAM LEVELS & COMPONENTS

ID	COMPONENT	 Basecamp	 Ascent	 Summit
<b>EXECUTIVE</b>				
0	Program Level Determination			
1	Opt-In			
2	Program Orientation			
3	Discovery			
4	DVP Review Engagement			
5	Security QBR			
<b>SALES</b>				
6	Training: Basic			
7	Training: Advanced			
8	Training: Expert			
9	Sales Acceleration Programs			
10	Webinar Series: Cisco Security Solutions "101"			
11	Webinar Series: Security Sales Practicum			
12	Webinar Series: Insights from Security Pros			
<b>ENGINEERING</b>				
13	Training: Basic			
14	Training: Advanced			
15	Training: Expert			
16	Webinar Series: Cisco Security Solutions "101"			
17	Webinar Series: Insights from Security Pros			
<b>MARKETING</b>				
18	Collateral: Customized Brochures			
19	Collateral: Customized Marketing Acceleration Programs			
20	Collateral: Case Study			
21	Collateral: Press Release			
22	Content Program: Digital Package			
23	Custom Live Event: Executive Threat Strategy			
24	Branding / Identity Consulting			
25	Webinar Series: Marketing Made Simple			

LEGEND  Available  Required  Available with Investment

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