

Future-Proof Workplaces and Workspaces

Opportunities With Collaboration

Cisco's Collaboration Solutions are transforming hybrid work with seamless, and optimized experiences.

The TD SYNnex Guide - Future-Proof Workplaces and Workspaces is designed to help Cisco resellers and their sales teams identify and capitalize on Cisco device net new and refresh opportunities. This guide provides resellers with the tools and resources needed to assess customer requirements and align them with the latest Cisco workplace technology solutions.

Education To Get You Started

Specializations

[Hybrid Work Solution Specialization](#) (Collaboration, Networking, and Security Strategic Selling)

[Environmental Sustainability Specialization](#) (Devices Takeback Incentive: Up to 7% Additional Discount)

Recommended Black Belt Academy Training

Black Belt: [Cisco Future Proofed Workplaces Sales Stage 1](#)

Black Belt: [Cisco Future Proofed Workplaces Sales Stage 2](#)

Black Belt: [Hybrid Work \(cisco.com\)](#)

Black Belt: [Competitive \(cisco.com\)](#)

[Revolution Wiki](#)

Explore TD SYNnex's personal online resource for Cisco software, CX, tools and best practices.



Engage

Cisco's Collaboration device sales present a significant opportunity for resellers as businesses continue to embrace hybrid work models and demand seamless communication solutions. We aim to connect you with these opportunities and clearly guide you forward. Once you feel confident in your education, choose a path (or both) to start engaging with your customers:

Protect the Base

TD SYNnex has \$196M device refresh opportunity in LDOS alone.

By leveraging PXP data, Cisco sales models, and the expertise of TD SYNnex resource teams, you can achieve significant success.

Pull Refresh PXP Opportunities List

- Need PXP training?
Contact
Kevin.Ogrady@tdsynnex.com.

Need an LOA or Ready Report?

Contact
RevolutionProfitability@tdsynnex.com.

Refreshing BOMs?

Create custom bills of materials (BOMs) with our engineering team. Visit [ECEExpress](#) and follow this flow:

[ECEExpress](#) > [eServices](#) > [Service Request Portal](#) > [Comstor Pre-Sales Engineering](#) > [Comstor Pre-Sales Engineering Support](#)

Create a New Opportunity

Cisco has a portfolio of devices designed to video-enable any space and bridge distance.

Cisco Devices for MTR

Cisco is the fastest growing vendor of Microsoft Teams Rooms. Over 3,000 enterprises have deployed Cisco's industry-leading meeting room devices with Microsoft Teams Rooms.

- Leverage ready-made marketing campaigns in [Marketing Velocity Central](#)
- Utilize the NFR Promotion [Thrive 85](#)
- Practice Demo Readiness [Demo Toolbox for Collaboration](#)

Sales Motion

Once you have an opportunity, create a customer use case scenario that pairs with one (or several) of the current Cisco portfolio offerings for Net New, Refresh, or Microsoft Teams Rooms opportunity. [Access Cisco Collaboration product and sales resources](#) and [Simple Selling Kits](#).

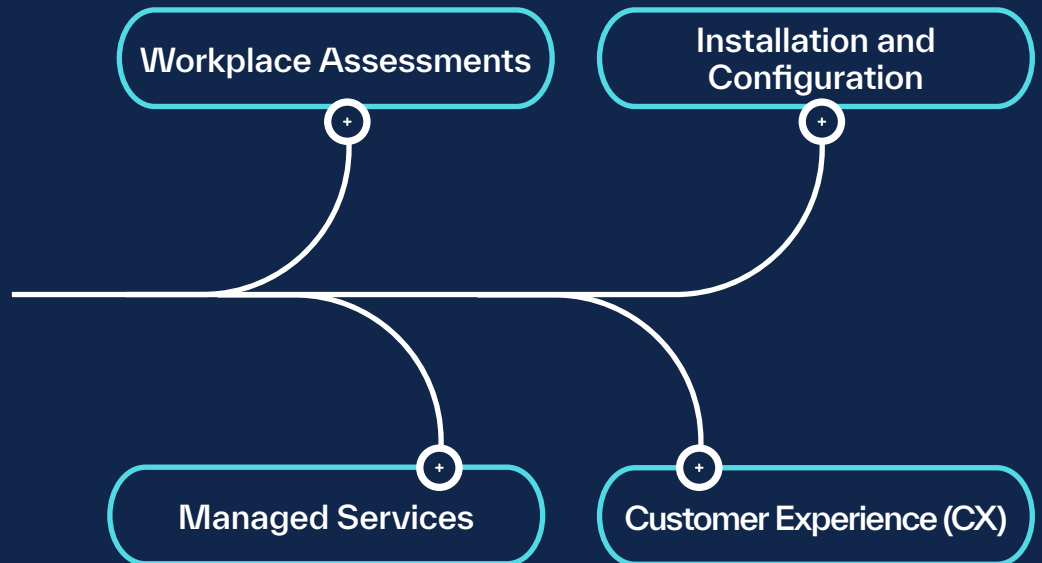
- Set up Assessment
 - Register with the Cisco Device Assessment incentive (Earn \$7,500) [Modern Workspace Device Assessment](#)
- Utilize Cisco Designer Tools
 - [Workspace Designer](#)
 - [Hybrid Work Design Guides](#)
 - [Video Room Calculator](#)

**Partners will need to access those links with their CCO ID/Cisco login*



Upsell With Your Value

Once you have proven a practical use case with your client, offer additional services that can boost margin and extend the lifespan of the solution opportunity:



Can't Beat the Competition (Or The Price)?





Need A Hand?

TD SYNnex's dedicated Cisco engineering team is ready to assist you with any technical inquiries- such as design consultation, device migration mapping, BOM validation and more.

[Request Assistance on ECEExpress](#)

When you log into ECEExpress, follow this flow: ECEExpress > eServices > Service Request Portal > Comstor Pre-Sales Engineering > Comstor Pre-Sales Engineering Support

Visit our EDGE Focus tool for more information, or get in touch with our EDGE Programs team for details:

[EDGE Focus Tool](#)

[EDGE Programs](#)

[Explore TD SYNnex Services](#)

[Explore TD SYNnex Capital Financing](#)

[Cisco MINT Professional Services](#)

Any Questions?

Reach out to Gavin.Critchlow@tdsynnex.com
or EDGEPrograms@TDSynnex.com for help.