

Cisco Resource Guide

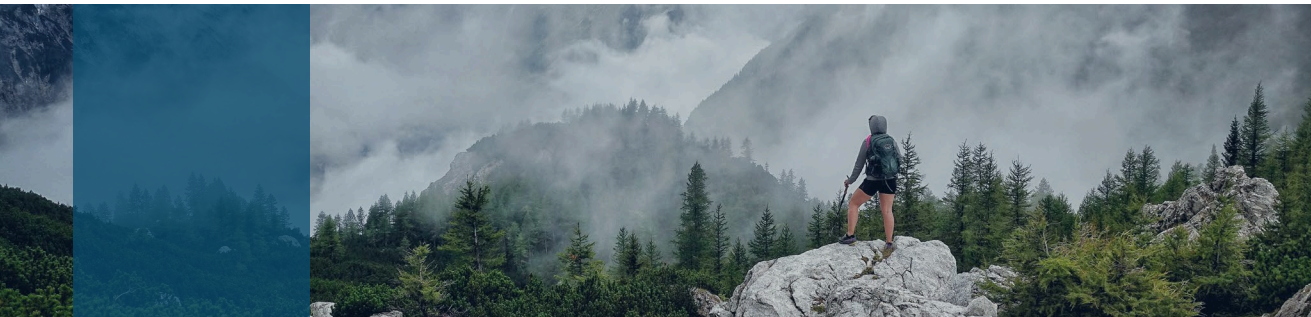
October 20, 2021



© 2021 SYNNEX Corporation. All rights reserved. SYNNEX, the SYNNEX Logo, and all other SYNNEX company product and services names and slogans are trademarks or registered trademarks of SYNNEX Corporation.



Table of Contents



3

Cisco Presales Engineering

Technical Sales Engineers

4

Cisco Presales Engineering

Field Sales Engineers

5

Cisco Product Business Management

Partner Enablement Business Development

6

Cisco Product Management

Product Managers Hardware

7

Cisco Product Management

Cisco Sales Support

8

Cisco Product Management

Cisco Customer Solutions

9

Cisco Services

SmartNET Team

10

Cisco Services

PM

11

Cisco Cloud

PM

12

Cisco Customer Experience

CX Team

13

Cisco Public Sector

Partner Enablement Business Development

14

Additional Resources

Jump
to Page



Cisco Presales Engineering

TECHNICAL SALES

Engineers

WHO WE ARE

Inside engineering team, working through the Jira ticketing system. Divided by Cisco architecture specialization, minimum CCNA-level knowledge. We answer: "What do I buy from Cisco?"



WHAT WE DO

- CCW Estimate IDs/ BoMs based on articulated customer requirements
- Validate BoMs
- EOL SKU replacements
- Compatibility questions (within and across Cisco products)
- Joint calls with partners and their end users on Cisco features and functions
- Confirm and validate documented Cisco policies and product features
- dCloud demos
- Wireless Assessments
- Cisco Security PoVs



WHAT WE CANNOT DO

- Create an estimate based on a list of SKUs (everything as qty 1, SKUs in alphabetical order, typically found in a bid request)
- Validate partner service offerings (typically found as part of a bid request)
- Change or rationalize Cisco policies (i.e. Why is this priced in this fashion? Why is XYZ licensing required?)
- Service and support renewals (CiscoServicesPM@synnex.com)
- Create estimates for products other than Cisco-branded, even if the product is listed on Cisco's site as part of the ecosystem
- Assist with installations and implementations (fieldservices@synnex.com)
- Create partner quotes (discounting and availability) (ciscosalesupportteam@synnex.com)
- Respond to direct, emailed requests outside of the ticketing system

CONTACT US

TSE team services-create a ticket in Jira.

Partners

1. Log a ticket through the EC Express portal at United States (<https://ec.synnex.com/ecx/>) or Canada <https://ec.synnex.ca/ecx/>
2. Follow this flow: ECEExpress → eServices dropdown → Service Request Portal → Comstor Pre-Sales Engineering → Comstor Pre-Sales Engineering Support.

Internal Users (Comstor / Synnex employees)

1. Log a ticket through Synnex Central under Maintenance > Portals > Service Request Portal > Comstor Pre-Sales Engineering

We also offer a monthly training (first Tuesday of every month) on how to log a ticket.

[Return to Table of Contents](#)

WHO WE ARE

Territory-aligned, field-based, presales technical resources for partners to reach out to personally and directly for assistance. We answer: “Why do I care about Cisco?”

Cisco Presales Engineering

FIELD SALES Engineers



WHAT WE DO

- Help build/solidify partner’s Cisco practice
- Onsite/virtual calls with partners and/or end users
- Customized trainings including technical deep dives and product updates
- On-site product demos
- Cisco tool navigation assistance
- Technical liaison between partner, Cisco, and other areas of SYNnex
- Competitive product positioning
- Solution design consultation



WHAT WE CANNOT DO

- Estimate IDs/BoMs outside of the Jira ticketing system – see slide 3 for instructions on how to log a ticket
- Influence Cisco product availability
- Post-sale installation and implementation – fieldservices@synnex.com

CONTACT US

FSE team services-contact directly. Territory assigned based on partner location.

Anthony Belcher, Greenville, SC, East territory

 anthonybel@synnex.com


 (510) 980-8566


Peter Cross, Adkins, TX, TOLA territory, Federal/Government partners

 petercross@synnex.com

 (720) 443-8808

Larry Starling, Englewood, CO, West territory

 larrys@synnex.com

 (720) 626-3637

[Return to Table of Contents](#)

Cisco Product Business Management

Partner Enablement

Business Development

WHO WE ARE

Cisco business strategy experts aligned to Cisco solutions and partner enablement programs. Engaging us to map out strategies that build and grow your Cisco practice will make you more profitable. We answer: "Why do I buy my Cisco from SYNnex Comstor?"



WHAT WE DO

- Develop strategies to build and grow your Cisco business practice
- Cisco Channel Partner Program onboarding, education, and compliance tracking
- Business profitability analysis (Cisco rebates and incentives)
- Demand generation
- Access new markets and opportunities
- Cisco solution training and awareness
- Cisco 101 – Navigating Cisco
- Cisco Partner sales contests



WHAT WE CANNOT DO

- Create Cisco Commerce Workspace (CCW) Deal IDs – CiscoSalesSupportTeam@synnex.com
- Create partner quotes (discounting and availability) – CiscoSalesSupportTeam@synnex.com
- Service and support renewals – SMARTnetHelp@synnex.com
- Assist with installations and implementations – servicebd@synnex.com

CONTACT US

EDGEPrograms@synnex.com

WHO WE ARE

Cisco Product Managers (Hardware), working through the team alias. Divided by Cisco architecture specialization. We answer: “How do I buy from Cisco?”

Cisco Product Management

Product Managers

Hardware



WHAT WE DO

- Cisco product SKU setup/maintenance
- Account authorization
- SKU pricing discrepancies
- Provide Cisco DSV/POS information and assistance
- Provide Cisco operational assistance
- Inventory management
 - Stock holds – RIOs and NL orders



WHAT WE CANNOT DO

- Create partner quotes - discounting and availability
 - These requests ciscosalessupportteam@synnex.com
- Create CIS orders for Cisco
 - These requests ciscosalessupportteam@synnex.com
- Provide SCM funds for order-entry mistakes or “one-offs”
 - PMs have loaded Sales BTL into Sales P&L to help be competitive
- Service and support renewals
 - These requests go to SmartnetHelp@comstor-na.com
- Annuity/subscription order submission, smart account help, modifications, etc.
 - These requests go to ciscocloud@synnex.com
- SPA set-up in CIS - Deal ID Rebate and Magic Key
 - These requests go to WCCVCMsupport@synnex.com

CONTACT US

Please contact Cisco Hardware Product Team Services via CiscoPMTTeam@synnex.com. PM assigned based on Cisco Technology.

Wes Johnson, Louisville, CO, Supv, Product Mgmt - Cisco Collaboration

✉ wesj@synnex.com

☎ (303) 222-4767

Jon Rubba, Louisville, CO, Product Mgr – Cisco Enterprise Networking

✉ JonR@synnex.com

☎ (303) 222-4753

Dylan Good, Louisville, CO, Product Mgr – Cisco Data Center

✉ DylanG@synnex.com

☎ (303) 222-4838

Clifton Moore, Louisville, CO, Product Mgr – Cisco Security

✉ CliftonM@synnex.com

☎ (303) 222-4806

Josh Sharon, Louisville, CO, Product Mgr – Cisco Meraki & IOT

✉ JoshuaS@synnex.com

☎ (303) 566-2621

Mike Crespín, Louisville, CO, Product Mgr – Cisco Wireless

✉ MikecR@synnex.com

☎ (303) 222-4724

[Return to Table of Contents](#)

Cisco Product Management

Cisco Sales Support

WHO WE ARE

We make Cisco easy for our sales teams by providing quote and order assistance for Cisco 2T partners. We answer: “Who can help me quote and process orders for Cisco?”



WHAT WE DO

- Create partner quotes - discounting and availability
- Config to Quote Requests
- Create CIS orders for Cisco
- Create quick quotes in CCW
 - Standard/Promo (Fastrack) Pricing
 - NFR
 - Channel Program (CMSP, STI, etc..)



WHAT WE CANNOT DO

- Provide SCM funds for order-entry mistakes or “one-offs”
 - PMs have loaded Sales BTL into Sales P&L to help be competitive
- Service and support renewals
 - These requests go to SmartnetHelp@comstor-na.com
- Annuity/subscription order submission, smart account help, modifications, etc.
 - These requests go to ciscocloud@synnex.com
- Partner deal registration (OIP)
 - Your Partner needs to register their own deals for OIP in Cisco Commerce Workspace
- Respond to direct emailed requests outside of the ticketing system

CONTACT US

Cisco Sales Support Team services - Create a ticket in JIRA, sending quote and order processing requests to ciscosalesupportteam@synnex.com. When sending requests to the team please...

- Complete template the best that you can. ****Account # is required for all requests****
- Be clear on the request – What is needed? Quote, estimate, quick quote, order...
- Be clear on how many points should be held on the request – LIST POINTS or Cost + markup
- Indicate pricing on the request. If pricing is not indicated, we will use grid.
 - If grid is at cost, and the account is not on the cost approved list, we will hold 2 list points.
- ****Do not respond to tickets**** - Once the ticket is closed, please open a new ticket.
- Make sure your partner sends the requests to you and not directly to the sales support team.
- Make sure Deal IDs are approved prior to the request coming over.
- If you need help with how to enter orders or create quotes, please reach out to learning@synnex.com.

WHO WE ARE

We make the Cisco RMA process easy. We work directly with the SYNnex Customer Service Team to open and resolve Cisco RMAs. We answer: “Who can help me escalate my Cisco RMA incidents?”

Cisco Product Management

Cisco Customer Solutions



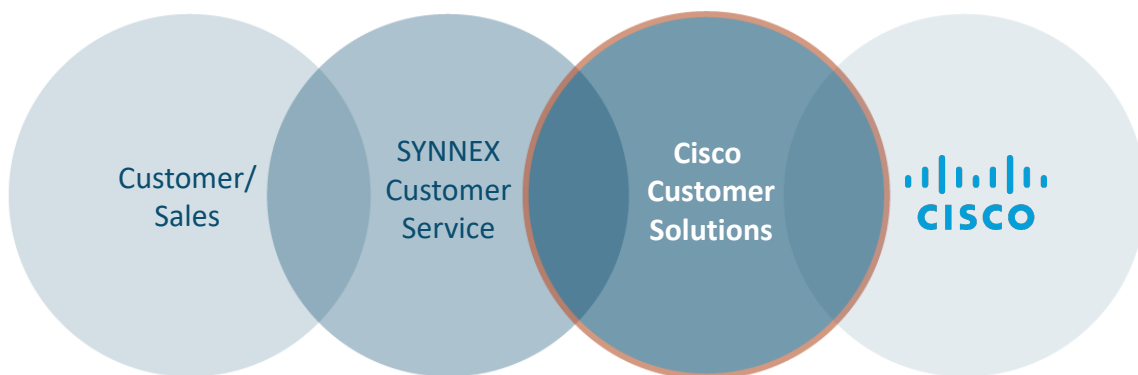
WHAT WE DO

- Initiate the RMA with Cisco
- Drive the RMA with Cisco until Credit Memo Creation
- Work with the SYNnex Customer Service to provide RMA credit information



WHAT WE CANNOT DO

- Create RMA incidents in CIS
 - This is handled by the SYNnex Customer Service Team
- Process RMA credits to Partner in CIS



CONTACT US

- Cisco Customer Solutions Team services – the team works directly with the SYNnex Customer Service Team to open and resolve Cisco RMAs
- If you need an RMA incident escalated, please engage WCCSHelp@westconcomstor-na.com, who will work with the Cisco Customer Solutions Team to escalate the RMA Case with Cisco

[Return to Table of Contents](#)

Cisco Services

SMARTnet Team

WHO WE ARE

We are an operational focused team that works out of the Fresh Desk Ticketing system for SMARTnet Total Care requests. Answers the question “Who can help me with Smartnet renewals, reporting and management.”



WHAT WE DO

- CCW-R quote creation
 - Renewals
 - New attach after hardware is ordered
- CCW-R quote maintenance
- Contract management
- Proactive Services Business Development
- Vendor reporting
 - SNIF Reports
 - Install Base Reports (IBRs)



WHAT WE CANNOT DO

- Provide CCW Estimates/BOMs
 - Contact TSE Team
- SMARTnet RMAs - please engage WCCSHelp@westconcomstor-na.com, who will work with the Cisco Customer Solutions Team to escalate the RMA Case with Cisco
- Meraki license renewals
 - CiscoPMTeam@synnex.com
- Quick quote creation out of CCW
 - These requests ciscoalesupportteam@synnex.com

CONTACT US

SMARTnetHelp@synnex.com

When requesting CCW-R quotes please provide the following information to the best of your knowledge:

- Reseller's Cisco Bill to ID (BID#)
- Contract Number
- Serial numbers in excel format
- Instance numbers in excel format for all un-serialized products
- Number of points to hold
- Desired Service Level
- Co-term end date (if applicable)

[Return to Table of Contents](#)

WHO WE ARE

Cisco Product Managers (Services), working through the team alias
We answer: “How do I buy Cisco services from SYNnex?”

Cisco

Services PM



WHAT WE DO

- Adjust pricing as required on multi-year SKUs
- Cisco product SKU set-up/maintenance
- SKU pricing discrepancies
- Provide Cisco operational assistance
- Obtain legal sign-off on Cisco Advanced Services Agreements



WHAT WE CANNOT DO

- Create partner quotes - discounting and availability
 - These requests ciscosalessupportteam@synnex.com
- Create CIS orders for Cisco
 - These requests ciscosalessupportteam@synnex.com
- Provide SCM funds for order-entry mistakes or “one-off” competitive quoting situations
- PMs have loaded Sales BTL into Sales P&L to help be competitive
- Service and support renewals – contact smartnethelp@synnex.com
- SPA set-up in CIS - Deal ID Rebate and Magic Key
 - These requests go to WCCVCMsupport@synnex.com
- Account authorization – Contact CiscoPMTeam@Synnex.com
- Provide Cisco DSV/POS information and assistance – Contact CiscoPMTeam@Synnex.com

CONTACT US

Handled Through Team Alias

 CiscoServicesPM@synnex.com

Jill Coffey

 JillC@synnex.com

Jake Deneault

 JakeD@synnex.com

Michael Roggow

 MichaelRo@synnex.com

[Return to Table of Contents](#)

Cisco

Cloud PM

WHO WE ARE

Cisco Product Managers (Annuity), working through the team alias supported by a ticketing system. We answer: "How do I buy Cisco annuities from SYNnex?"



WHAT WE DO

- Annuity/subscription order submission, smart account help – All processed outside of CIS
- Quote validation/guidance
- Cloud Cisco product SKU set-up/maintenance
- SKU pricing discrepancies
- Provide Cisco operational assistance
- Mandatory Attach Software Flag Removal



WHAT WE CANNOT DO

- CCW Estimate IDs/ BoMs /Modifications based on articulated customer requirements – Contact TSE Team
- Provide SCM funds for order-entry mistakes or "one-off" competitive quoting situations
- PMs have loaded Sales BTL into Sales P&L to help be competitive
- Create partner quotes - discounting and availability
 - These requests ciscolessupportteam@synnex.com
- Service and support renewals – contact smartnethelp@synnex.com
- SPA set-up in CIS - Deal ID Rebate and Magic Key
 - These requests go to WCCVCMsupport@synnex.com
- Account authorization – Contact CiscoPMTTeam@Synnex.com
- Provide Cisco DSV/POS information and assistance- Contact CiscoPMTTeam@Synnex.com

CONTACT US

Work via Freshdesk ticketing system contact at CiscoCloud@synnex.com

Create a ticket in Freshdesk by sending request to CiscoCloud@synnex.com. When sending requests to the team please...

- Be clear on the request – What is needed? Order, mandatory attach removal, invoicing question...
- Make sure your partner sends the requests to you and not directly to the product management team

Helga Gesson: helgaG@synnex.com

Daniel Garcia: danielgar@synnex.com

[Return to Table of Contents](#)

WHO WE ARE

We are a team focused on enabling the Next Generation VAR, aligning with Cisco's strategies on leading with Software, driving Adoption, and delivering exceptional Customer Experience.

Cisco Customer Experience

CX Team



WHAT WE DO

- Partner Cisco Practice Assessments
 - Software-Led Sales Strategies
 - Compensating for Recurring Revenue
- Enterprise Agreements
 - Prospecting, Quoting and Transacting
 - Financing and True-Forwards
- DevNet
 - Partner Practice Building
 - Cisco Technology Use Cases
- Cisco Customer Experience
 - Cisco Lifecycle Incentives (LCI) Program
 - Customer Success Plans



WHAT WE CANNOT DO

- Provide CCW Estimates/BOMs (Sales)
- Software Operations Support (Software PM)
- Technical Support for Customer Incidents (TAC)
- Feature Activation and Adoption (ServiceSOLV)
- End User Training (3rd party available)

CONTACT US

CiscoCX@Synnex.com

When requesting CCW-R quotes please provide the following information to the best of your knowledge:

- Partner Name and Location
- Key Stakeholders
- Approximate Annual Cisco business
- Information Requested (Enterprise Agreements, Customer Experience, Partner Incentives, etc.)
- If conversation includes a specific opportunity please include solution details, as available

[Return to Table of Contents](#)

Cisco Public Sector

Partner Enablement

Business Development

WHO WE ARE

Cisco Public Sector business strategy experts aligned to Cisco solutions, Public Sector contract vehicles and partner enablement resources. Engaging us to understand available contracts and funding sources will help you grow your overall Cisco Public Sector business. We answer: "What resources are available to make me successful?"



WHAT WE DO

- Help resellers navigate through SYNEX Comstor directly held contracts that include Cisco products/services
 - GSA, NCPA, Omnia, Equalis and PEPPM Catalog
- Assist with becoming US Federally Authorized from Cisco
- Become a Service Provider on SYNEX Comstor contracts
- Additional resource programs that are available through GovSolv
 - Digital Navigator (Business Intelligence Tool)
 - Grants/Funding streams available
 - RISE (Alternate financing options)
 - DAP (Peer to Peer group of resellers that hold certain set-asides)



WHAT WE CANNOT DO

- Provide contract pricing for Cisco directly held contracts
 - Can only provide reseller pricing and order fulfillment
- Add resellers to Cisco direct contracts
 - Must engage with Cisco directly to be added

CONTACT US

heatherh@synnex.com

[Return](#) to Table of Contents

Additional Resources

RESOURCE NEEDED

Cisco Quoting and Ordering Questions/Training

Cisco Partner Enablement, Certification and Specialization Help

Quote/Order Processing (Cisco 2T Accounts)

Deal/Quick Quote Creation

RMA Support

SmartNET Quote Requests

Annuity/Subscription Order Submission, Smart Account Help, Modifications, etc.

Help Becoming a Cisco Partner

Enterprise Agreements, Customer Experience, etc.

Technical Pre-Sales Engineering

CONTACT

CiscoSalesSupportTeam@synnex.com

EDGEPrograms@synnex.com

CiscoSalesSupportTeam@synnex.com

CiscoSalesSupportTeam@synnex.com

WCCSHelp@synnex.com

SmartnetHelp@synnex.com

CiscoCloud@synnex.com

Brucer@synnex.com

CiscoCX@synnex.com

<https://ec.synnex.com/ecx/>