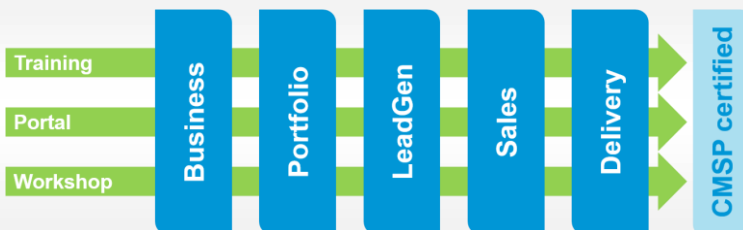




## Introduction

The Business workshop has been developed for (senior) management of Cisco partners. The main message of the Business Workshop is that the transformation to Cloud services is more a **business transformation** rather than a **portfolio transformation**, with a lot of different stakeholders in the company.

In the Business workshop we address the business owners such as general managers, sales managers, marketing managers and delivery managers to get a mutual understanding, working together in the same direction with the same objectives, to make the right decisions and to get full support within all necessary domains for making the Cloud transformation successful and executable. The Business workshop is part of the Hybrid IT Practice Builder program.



## Program details

Duration	2 (consecutive days)
Location	Cisco HQ in each country in EMEAR
Target audience	General management / Board, Sales management Marketing management Delivery management
Cost E	\$ 10.000 for Europe, except Russia (including traveling and expenses)
Cost MEAR	\$ 14.000 for Middle East, Africa and Russia (including traveling and expenses)
Cost other	On request

## Objectives

- Advise on and help partners successfully transform their current project based business model to a recurring Cloud business model
- Align different stakeholders in transformation process
- Optimize partner's current performance throughout their organization
- Reduce go-to-market time of new portfolio

## Content

### Day 1

- Understanding market opportunity
- Review current position
- Product / Project business vs Cloud business
- Impact & organizational consequences

### Day 2

- Go-to-market model
- Business plan & Business case
- Do's and don'ts of Cloud business
- Key success factors
- Action plan

## About Conceptsales

Conceptsales is a Cisco Certified Business Learning Partner (BLP) and owner of the Hybrid IT Practice Builder program. ([www.HybridITPracticeBuilder.com](http://www.HybridITPracticeBuilder.com))

*"The Hybrid IT Practice Builder has become one of the most successful assets within Cisco to help our partners to implement and accelerate their current and/or new Cisco Powered offers into the market. The mix of high level consultancy support with real hands-on practices makes this framework unbeatable and a must-do for companies looking to build or accelerate their current (Cisco Powered) Cloud offers..."*