



Partner Success Story

Realise every Cisco opportunity with Momentum Install Base

Staying up to date with your install base, and keeping abreast of the latest trends within your market are two factors paramount to success. They're what will help you deliver the right solutions more often, and at the times your customers most need them.

Cisco Momentum Install Base from Tech Data delivers everything you need to ensure your Cisco practice stays at the cutting edge. Beth Lowden from SICL, who has partnered with Tech Data for Cisco for 25 years, helps explain how.

What is Momentum Install Base?

Momentum Install Base (MIB) is a detailed report for Tech Data's Cisco partners that provides a comprehensive picture of Cisco sales data, renewals, and support in the channel.

Armed with this information, partners are able to get a step up on their competitors, gaining much greater visibility on the current state of play, gaps in coverage, and opportunities within the Cisco sales community, as well as their own install base.

“ SICL first requested a MIB report just over a year ago. We use them to review existing and new customers' Cisco estates. This means we can ensure all renewals are completed on time, any kit that is reaching Last Date of Support (LDoS) or End of Life (EoL) is communicated to the customer in time to replace, and any uncovered devices and licences are covered with SmartNets. ”

- Beth Lowden, Renewals Manager



SICL are a Cisco Premier Certified Partner providing IT services for over 30 years. They became one of Cisco's first ever partners, as well as one of the first UK companies to offer their own Cloud Services.

Having ridden many waves of technological change since their foundation, SICL spotted an opportunity to get ahead with Cisco Momentum Install Base from Tech Data.

A Comprehensive View

Partners using MIB will see:



Current trends and sales figures in Cisco products and solutions



Immediate actions to take on customer estates



Upcoming renewal dates



Non-supported hardware in service



Yearly LDoS hardware, outlining migration paths

“ *The MIBs that Tech Data provide are very easy to read and understand, with the front page showing graphs that can be shared with your customers initially without going into too much detail until required.* **”** - Beth Lowden, Renewals Manager

Delivering Relevance

With MIB, SICL have been able to go beyond simply consuming the reports internally; they've sought to engage their customers as key stakeholders within the MIB process.

“ *We ran a campaign where we provided MIBs to customers to review their Cisco Estate. We then input the data into an SICL proposal document and provided a SmartNet quote for all uncovered devices on a 3 year and 1 year basis.* **”**

- Beth Lowden, Renewals Manager

SICL used MIB reports as a means of increasing the trust customers could place in them through increased transparency, proof of technical knowledge and capabilities, as well as helping devise better strategies for their customers' Cisco estates going forward.

“ *Customers enjoy reviewing their estate and most advised that they've never been offered this service before.* **”**

- Beth Lowden, Renewals Manager

Knowledge-generated sales

A surprise for SICL, and one they were able to highlight through use of MIB reports, was discovering how poorly many new customers' estates seemed to have been managed by previous suppliers. Some customers were simply unaware of the extent to which their Cisco estates had been left vulnerable.

However, thanks to MIB, these issues were quickly identified by SICL, and a huge opportunity for additional Cisco sales was realised. It also helped further enhance SICL's reputation amongst their new clients as a knowledgeable and trustworthy source for all things Cisco.

“ *Using MIB helped our relationship with certain new customers, as they believed their incumbent supplier had been handling certain services such as SmartNets previously, when in fact they hadn't. With more knowledge of customers' estates thanks to MIB, we are able to create and generate more sales via Tech Data.* **”**

- Beth Lowden, Renewals Manager

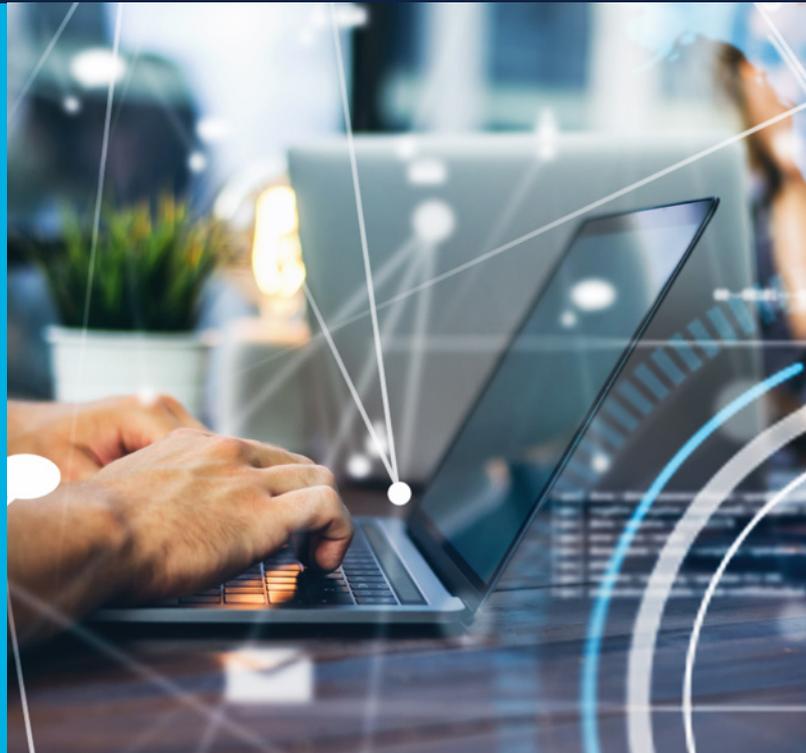
Hidden in plain sight

SICL were approached by a new customer in the legal sector for support on their Cisco estate.

Utilising a MIB report, they found that 38 customer devices which were previously believed to have an active SmartNet were not actually covered.

SICL were quickly able to address the issue and provide the SmartNet cover for 3 years, at a total of over £40K+ vat.

Without a MIB report, this issue would likely have gone unnoticed, and a big opportunity missed.



Cisco Momentum Install Base reports from Tech Data can help provide significant additional value to your current install base. They provide the extensive data you need to make best-informed decisions on where to take your Cisco practice next, along with tangible insight into the current state of play across customer estates.

Better realise the extent and reach of your Cisco install base within the channel, and spot the opportunities before your competition.

Getting the competitive advantage has never been so easy.

Customer Benefits – Data that matters	A Powerful Insight Tool
• Clear, comprehensible data	• Full visibility across all Cisco sales
• Anonymised inputs, removing sensitivity issues	• Immediate actions to take easily spotted
• Renewal, LDoS, and EoL dates included	• Gaps in coverage identified

Get started on realising your Cisco potential
thanks to Momentum Install Base.

Contact our Cisco specialists at ukciscoservices@techdata.com