

Cisco Navigate to Accelerate

Q. What is Navigate to Accelerate?

A. Navigate to Accelerate (N2A) is a Cisco initiative to help Partners navigate through this global economic storm, while preparing you to accelerate during the upturn. It presents practical, actionable programs Partners can use to thrive in the current climate.

Q. Why has Cisco introduced Navigate to Accelerate?

A. Our partners are currently facing unprecedented business challenges. The global economic slowdown means that many Cisco® partners are experiencing economic obstacles unlike any they have seen before. We're putting the power of Cisco behind our Partners so together we can help our mutual customers work through these economic challenges.

Q. How is Navigate to Accelerate related to Five to Thrive (F2T)?

A. Navigate to Accelerate supports Five to Thrive. Five to Thrive are compelling new messages and sales processes intended to help our sales teams promote Cisco's unique business transformation value to customers. Navigate to Accelerate is targeted towards Partners and highlights key, strategic programs that help Partners with their business.

Q. How does Navigate to Accelerate fit within the Cisco Channel Partner Program?

A. Navigate to Accelerate organizes relevant programs into four strategic categories. Partners can then select from a menu of programs that are most important to their business.

Q. What are the benefits of Navigate to Accelerate?

A. Navigate to Accelerate is easy to use. We've organized programs by four key categories, by theatre so Partners can take action today. Partners can search by theatre and can concentrate on their business rather than searching for untested business practices.

- Programs are mapped to four focus strategy areas: Finance, Customer Base, Changing Customer Needs, and the Future.
- Partners have access to tools, resources, and incentives.
- Partners can participate in an ongoing dialogue regarding market conditions.
- Additional benefits and incentives may be available in your region. Contact your local Cisco team for specifics.

Q. How can I communicate with Cisco to let you know what is going on in my business or my market?

A. Join the "Storm Tracker" discussion forum on the Navigate to Accelerate site. As part of this initiative, we want to track what is happening in the field, what our partners still need from us, including visibility into potential opportunities and consolidations. This will allow you to post ideas on how we can help Cisco partners as well as hear feedback from your partners.

Q. In what theatres is Navigate to Accelerate available?

A. Navigate to Accelerate is available globally. Programs are listed by theatre and divided into four key categories. Contact your local Cisco channel account manager for details.

Q. Where can I find the Navigate to Accelerate programs available to me?

A. Visit www.cisco/go/navigate and speak with your Cisco Channel Account Manager.



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