## Top-4 customer needs in response to COVID19

<table>
<thead>
<tr>
<th>Customer need</th>
<th>Value /Benefit</th>
<th>Types of Customers</th>
<th>Collaboration</th>
<th>Security</th>
<th>Other Offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote Learning</td>
<td>An educational option that allows students to take classes any time, anywhere on any device with LMS integration.</td>
<td>Education (Primary, Secondary and Higher Ed)</td>
<td>Webex Meetings and Teams</td>
<td>Security as an Option</td>
<td>Umbrella, Duo, Anyconnect and NGFW</td>
</tr>
<tr>
<td>Remote Worker</td>
<td>Telecommuting, working from home, mobile work, remote work, and flexible workplace</td>
<td>All Public Sector Customers - Federal and State Teleworker Program</td>
<td>Webex Meetings and Teams</td>
<td>Umbrella, Duo, Anyconnect and NGFW for connecting to applications and systems.</td>
<td>Meraki</td>
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<tr>
<td>Remote Telehealth</td>
<td>Allows remote patient and clinician consultation and care along with video visits and remote triage.</td>
<td>Health Clinics, State Health Dept (HHS) CDC National Guards VA</td>
<td>Webex Meetings and Teams</td>
<td>Umbrella, Duo, Anyconnect and NGFW for connecting to healthcare applications and systems.</td>
<td>Meraki</td>
</tr>
<tr>
<td>Virtual Public sessions</td>
<td>Deliver a remote, secure, and interactive public session to constituents.</td>
<td>State and Local Governments</td>
<td>Webex Meetings, Teams, and Event Center</td>
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</tr>
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Remote Learning

An educational option that allows students to take classes any time, anywhere on any device with LMS integration.

Webex allows you to create secure virtual work spaces that bring together messaging, file sharing, video meetings, white boarding, calling, and other tools from the Cisco Webex cloud.

Remote Worker

Telecommuting, working from home, mobile work, remote work, and flexible workplace

Multipoint Meetings

Webex allows setup of multipoint meetings for webinars, on-line meetings, video conferencing, share files, whiteboard and share desktops across device types in a secure manner via the cloud.

Secure Remote Connectivity

Cisco Security technologies enable secure, flexible remote connectivity from anywhere. From integrated identity trust solutions, on-demand VPN services, cloud-provisioned secure gateways, to robust distributed edge protections: these technologies empower a mobile, on-line remote workforce experience.
Secure Teleworking for US Federal employees

2.1M federal workers will need to telework, post declaration of National Emergency

Customer

- Health and Human Services
- Energy departments
- Securities and Exchange Commission
- U.S. Citizenship and Immigration Services
- Federal Deposit Insurance Corporation
- International Trade Administration
- The State Department
- Department of Veterans Affairs

Challenges

- Only 50% of Federal staff is Telework eligible (have necessary device and network support)
- Lack of broadband access at home
- Lack of government authorized end devices
- Access to Agency Network (VPN) and bandwidth issues
- Cybersecurity

Agency Agnostic Activities

- Reading & review of reports
- Setting up conference calls/meetings
- Analyzing documents and sensitive materials
- Preparing written reports and other correspondence

Offering

Cisco 'Remote Worker' Offering

Infrastructure

Security

Collaboration

meraki

Cisco Umbrella

Webex Teams

Webex Meetings
Remote Telehealth

Allows remote patient and clinician consultation and care along with video visits and remote triage.

Portfolio Explorer:

Multipoint Meetings

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Virtual Public Meetings

Deliver an interactive public meeting experience with security to maximize transparency and public access.

**Virtual Sessions**

**Elected Officials**
- City Hall
- State Legislature
- Boards and Commissions

**Staff**
- City/County Departments
- State Agencies
- Clerk’s Office

**Public**
- Virtual Public Comments
- Facebook Live

- Telework to continue government operations
- Allow virtual public participation and live streaming
- Provide recordings and transcripts for public access after meetings

Webex is a single solution for video meetings, virtual workspace, file sharing, and live streaming on different platforms delivered by secure cloud services.

* FedRamp certified as needed
Public meetings in a time of Social distancing

A virtual public meeting for maximum public participation while continuing social distancing

<table>
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<th>Pre-meeting</th>
<th>Public Meeting</th>
<th>Post-Meeting</th>
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<tr>
<td>Agenda and notice of meeting</td>
<td>Officials discuss agenda items and with staff participation.</td>
<td>Provide public access to meeting recordings and transcripts.</td>
</tr>
<tr>
<td></td>
<td>Public comments and testimonies.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Livestream meeting in a publicly accessible location.</td>
<td></td>
</tr>
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</table>

- Different departments work together on agenda packets for meetings and briefings.
- Officials discuss agenda items and with staff participation.
- Public comments and testimonies.
- Livestream meeting in a publicly accessible location.

Webex Capabilities

Secure virtual workspaces and collaboration environment

- Audio and Video conferencing and interactive whiteboards – Desktops and mobiles
- Unlimited messaging and file sharing
- Broadcast and live streaming on different platforms
- Active participation during live streaming events.
- Recording and transcripts.
- Full customer support.
Cisco Offerings (Webex - COVID-19)

Approved and Launched

The current free Webex offer (52 countries), Here are the additional features:
- **Unlimited usage (no time restrictions)**
- **Supports up to 100 participants**
- **Includes toll dial-in (in addition to existing VoIP capabilities)**

Additionally, we are providing free, full-featured 90-day licenses to businesses in this time of need. We are making this available through our Webex Trials program available from partners or our Cisco Collaboration Experience Team (CCEP). This offer is focused on enterprises looking to enable larger groups across their organization.

We’re also helping existing customers meet their rapidly changing needs as they enable a much larger number of remote workers by temporarily expanding their usage at no additional cost.

FedRAMP Requests: https://app.smartsheet.com/b/form/3111b6e29d5846e3bb31c6e3308ec47e

Existing FedRAMP 20% Expansion Requests:

Education: [https://www.webex.com/webexremoteedu.html](https://www.webex.com/webexremoteedu.html)
Sales Need to know Messages: [https://ib-collab.cisco.com/2020/](https://ib-collab.cisco.com/2020/)

The one-stop site for details on these offers is [https://cs.co/sellcollab](https://cs.co/sellcollab)
Cisco Offerings (Security - COVID-19)

• AnyConnect / NGFW:
  • AC Customers: allow customers to install additional users beyond their purchased limit during offer period. At the end of the offer period, all excess users accounts must be purchased, or AC uninstalled from the clients.
  • ASA/FP Customers without AC: 90-day evaluation of AnyConnect. At the end of the offer period, customer must purchase those AC licenses or uninstall the clients.
  • New Prospects: 75% discount of list price for ASAv30 and 90-day evaluation of AnyConnect. At the end of the offer period, customer must purchase those AC licenses or uninstall the clients.

• Umbrella:
  • Customers: ability to exceed purchase user count during offer period. At the end of the offer period, customer must purchase additional user count or reduce usage to purchased levels.
  • New Prospects: 90-day evaluation of Umbrella DNS Advanced or SIG. Trial prospects must purchase or have their account converted automatically to DNS Monitoring

• Duo:
  • Customers: allow customers to add unlimited additional users during offer period. At the end of the offer period, all excess users accounts must be purchased or remove from the system.
  • Open Opportunity: purchase previously identified number of licenses, then allow them to add unlimited additional users during the offer period. At the end of the offer period, all excess users accounts must be purchased or remove from the system.
  • New Prospects: 30-day evaluation with unlimited users, after which they will need to purchase 10% of the current user population for 1 year and allow them to add unlimited users during the offer period.

Webex Contact Center Quick Deployment Solution (COVID-19 Response)

- As the global outbreak of COVID-19 progresses, organizations around the world are actively asking for help in responding to the needs of their customers. The contact center is a natural place for these needs for information to be met. We have received many questions from customers like:
  - Can you help me stand up a call center rapidly to help our business stay ahead of the outbreak and inform our customers on key issues?
  - Can you help me absorb some of the startup costs for opening new contact center capacity?
  - Can you help me deploy a contact center at scale, quickly?
- In our longtime spirit of helping, Cisco is responding to these needs with a quick-to-deploy 90-day subscription offer for Webex Contact Center, our secure and scalable native cloud solution.
- The offer bundles premium agent software, PSTN for calling, and a robust set of omnichannel, routing and reporting capabilities for up to 1,000 premium concurrent agents. It will be made available where Webex Contact Center is today, with no minimum volume or contract terms.

For more information:
- Read our Frequently Asked Questions
- Visit our external Webex Contact Center Quick Deployment Solution Response site
- Read our blog: Cisco Announces Work from Home Webex Contact Center Quick Deployment
- Email sales directly at: covid-contactcenter@cisco.com
Cisco Offerings: Meraki

Zero Touch Teleworker Solutions
- Cloud-managed, secure VPN + UTM
- Currently out of stock on Z3 and Z3C until May
- Lead with MX64/64W SKUS (see special pricing)
- If cellular is required, lead with MX64/W + MG
- Add Insight (MI) for business-critical app monitoring

On-demand Emergency Sites
- Emergency clinics, hospitals, or quarantine locations can have an enterprise network in minutes
- Quickly and easily deploy wireless, switching, security, and even surveillance.

Meraki COVID-19 Offers

Remote Workforce Accelerator Promo
This will be a special discount at disti level for all MX and MI products through 2H. Expecting to launch next week.

Remote Workforce Accelerator Bundle
This will be a combined offer with the collab team. Feasibility here is still being evaluated but we are pushing to have an additional discount provided if customers buy eligible Meraki and Collab products together.

Special MX64/64W Pricing
Due to current inventory levels, we are actively trying to push Z3 deals to MX64/64W. As a result, we are willing to go in very aggressive on these SKUs. This special discount will not be operationalized through CCW but will handled on a case-by-case basis through our usual discount approval process. Details to be confirmed later today.
HyperFlex VDI Bundles

- **Special HyperFlex pre-configured VDI starter and expansion node bundles with prioritized 2–3 week lead times.** This Cisco architecture for a 500-seat VDI configuration is orderable via Solution ID to include:
  - Three Cisco HyperFlex HXAF220–M5SX All-Flash nodes
  - One Cisco HyperFlex HX–C220–M5SX Compute-only node
  - A pair of Cisco’s 4th-generation fabric interconnects

- **Preconfigured HXAF220–M5SX and HX–C220–M5SX expansion node Solution IDs** are also available for existing environments. For customers with existing Fabric Interconnect capacity, there is a Solution ID with the four HyperFlex nodes.

- **Expand or deploy new Citrix or VMware Horizon VDI environments:**
  - 500 Seat VMware Horizon Enterprise named user license solution IDs and 100 Seat VMware Horizon Enterprise named user expansion solution IDs are available for Horizon customers. Citrix licenses can be procured by customers from Citrix partner.

- **Augmenting the bundle with a 180-day free subscription of Intersight Essentials edition.** This includes the Intersight mobile app on iOS/Android devices for all UCS and HX customers. For IT teams can keep an eye on their infrastructure anywhere, anytime.

- **Prioritize shipments of HyperFlex nodes and UCS servers for healthcare and public sector customers.**

**Resources:**
- Seller resources: computing-remote-work-bundle@cisco.com
- VDI Sizing Tool: https://hyperflexsizer.cloudapps.cisco.com/ui/index.html#/scenario
- Best Solutions for your customer: http://cisco.com/go/vdi-cvd