

LCI Simplified – Stacking up the Cisco Lifecycle Incentive Rewards



The Lifecycle Incentive management challenge

Cisco rewards Partners when they successfully adopt customer success practices. Partners benefit from those practices because they create value for end-customers throughout the entire customer experience lifecycle. The lifecycle starts with the initial product sale, to first product use (or activation), and into widespread product adoption. Yet Cisco Partner Sales, Customer Experience, and Customer Success teams struggle to stay on top of the complex customer experience process while simultaneously meeting the Cisco requirements to maximize Lifecycle Incentive (LCI) rewards.

Are you faced with inefficient manual processes in your customer success practice? Are you missing out on LCI rewards?

What if you could get earlier insights into LCI-eligible opportunities before the deal closes?

- Could early visibility help you increase your LCI-eligible sales and rewards with some slight adjustments?
- Would you like to get started on implementation strategies and Customer Success Plans (CSPs) before the sale, allowing you to be prepared when the 90-day timer starts?
- Would talking about Successful Business Outcomes (SBOs) help win the deal and simplify meeting reward requirements?

What if you had a full, 360-degree view of all of your POs in a single dashboard?

- Knowing you have limits on plans you can submit or on your available resources, could you better prioritize the most lucrative opportunities?
- Could you make sure you never miss a 90-day CSP submission window?
- Could automation help you efficiently manage your activation, adoption, and rewards?

The reality is that achieving LCI rewards requires actions during both presales and postsales. To maximize LCI reward payouts, Partners need advance notification to take advantage of any available LCI SKUs during presales and then must analyze, prioritize, and manage their Cisco LCI opportunities postsales.

Grow payouts with LCI insights during presales

Typically, sales teams lack the business insights and data needed to drive LCI profitability across their presales Cisco pipeline.

Yet early LCI insights can significantly impact your potential for additional profitability generated through Cisco LCI rewards. By applying instant financial and reward analysis during the budgetary quoting stage, you can be confident that your deals will incorporate the margin you need to be profitable and maximize LCI payouts when you move into the formal registration stage.

Automated data gathering, consolidation, and analysis from distributors and numerous Cisco platforms give you both broad and deep views of your entire presales pipeline of estimates and deals. Powerful analytics and an Approved Deals LCI Pipeline report help you maximize LCI profit, margin, and competitiveness.

A game-changer is having early identification of any LCI-eligible SKUs in deals or estimates so you can determine whether the opportunity is big enough to capture LCI rewards. Such early visibility into the potential LCI rewards pipeline helps you prioritize and plan appropriately to increase profitability.

Your proposals will likely be less profitable and competitive without ready access to LCI-related data and analysis before you register a deal.

Increase your LCI payouts with presales LCI insights:

- See which deals have the highest LCI reward potential or could be LCI-eligible with minor changes
- Increase LCI reward payouts by incorporating LCI-eligible SKUs in budgetary quotes and final customer offers
- Get a head start on CSPs and SBOs to increase customer engagement and maximize LCI payouts

“I’ll get involved working with the team and the customer to create a success plan around, for example, a collaboration solution. We start talking about the challenge of securely unifying disparate teams across regions with a lean IT team. The next thing you know I’m in a presale’s conversation talking about expanding the offering and including DNA Center because it will help them achieve their desired business outcomes. Now the whole team is working together to better understand our Customer’s desired outcomes.”

[See the [SyCom Case Study](#) where they are getting a jump on LCI planning with early identification.]

Don’t leave money on the table through inefficient Lifecycle Incentive management

Once a deal is registered, managing all the LCI requirements and deadlines so that you can receive payout can be onerous. The key to streamlined LCI processes is automating the management of LCI reward requirements and deadlines. Program intelligence needs to be delivered to Sales and Customer Experience teams throughout the process to maximize LCI reward submission and collection.

Your time is valuable, so automated processes are essential. You need to analyze and prioritize LCI opportunities, determine where to take action on plans and activities, see what’s required to meet milestones and due dates, and track payments to ensure you get paid.

Seeing actionable insights and potential rewards on a single pane of glass, backed up by automatic analysis of comprehensive data, enables you to plan and prioritize appropriately across the entire LCI journey. The result: maximized LCI payouts and delighted customers. No money is left on the table when you can efficiently execute plans.

Valuable time is saved by having up-to-date LCI data gathered and aggregated from distributors and various Cisco platforms. All the available LCI information is consolidated and both Annuity and Architecture data analyzed constantly. Actionable insights are then presented on a dashboard with an easy-to-understand format so your people receive the most accurate data at precisely the right time.

Simplify LCI program management and maximize payouts:

- Make sure you never miss a CSP submission window or LCI reward deadline
- Efficiently manage your activation, adoption, and rewards through automation
- Ensure you get paid on what you are owed and have the documentation to prove it

Netformx Profit Insights for Lifecycle Incentive management

Netformx Profit Insight for LCI is the solution that enables Customer Experience teams to leverage automation to analyze and prioritize Cisco LCI reward opportunities throughout the customer journey. It helps you plan appropriately during presales by giving you visibility to all the LCI-related data. Postsales it helps you efficiently manage activation, adoption, and rewards.

As a result, Partners can use Netformx Profit Insight for LCI automation to manage the full lifecycle and increase LCI reward capture.

Contact your account manager today for a demo or reach out to sales@netformx.com to learn more.

About Netformx

Netformx cloud-based applications simplify how Cisco Partners and IT Solution Providers can increase profitability from Lifecycle Incentives, VIP rebates, CSPP/SPP, and more throughout the sales cycle. We merge our deep expertise of Cisco programs with complete, consolidated, and digestible data from Distributors and numerous Cisco platforms to deliver the right data to the right people at the right time. Business outcomes are further enhanced with timely insights to manage customer success and renewals.

