



Webex Calling for Service Providers Microsite Customization Guide

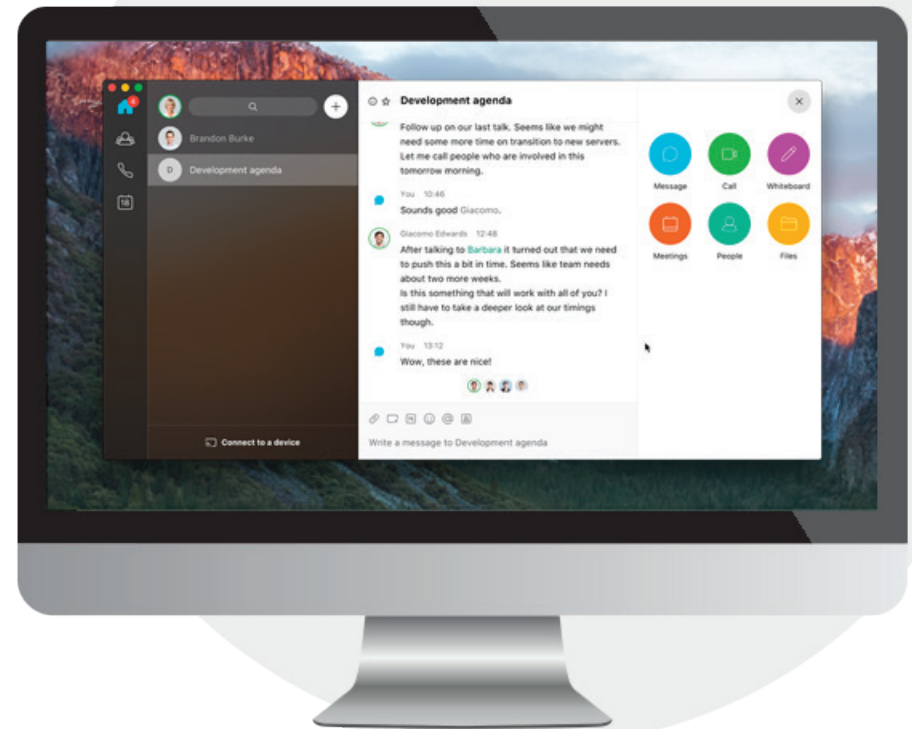




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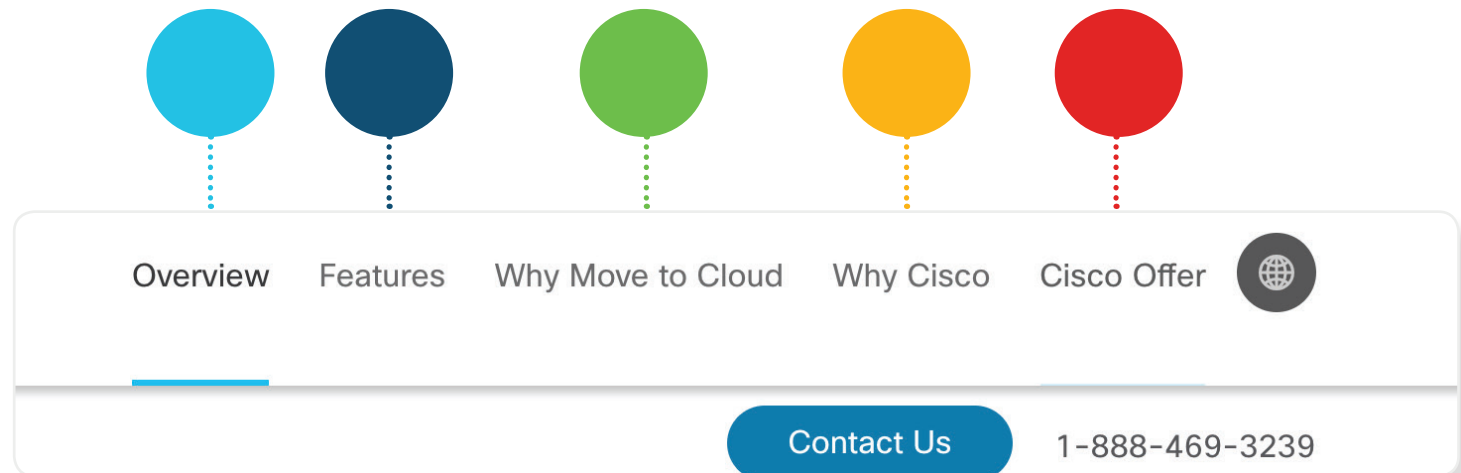
Introduction

The customization guide is a resource to help partners navigate their Webex Calling for Service Providers microsite editor.

Under the Webex Calling for Service Providers tab there are four sections labeled **General**, **Differentiators**, **Offers**, and **Testimonials**.

The microsite pages have been color coded (shown below) and marked in the top left hand corner of every page to help you keep track of the pages that are affected by each section.

Webex Calling for Service Providers Website Pages




Customization Guide



Branding - Partner Info

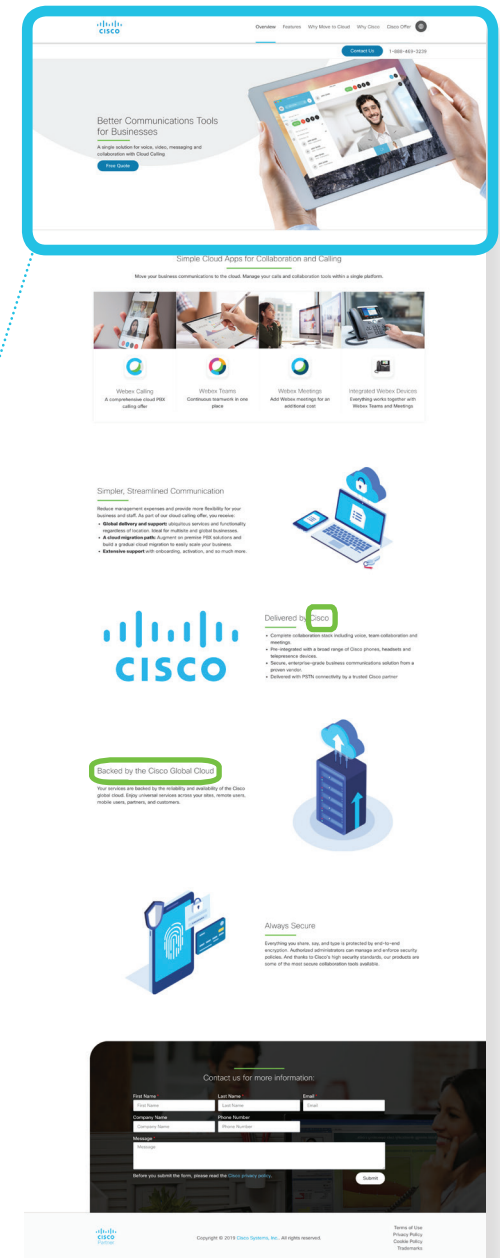
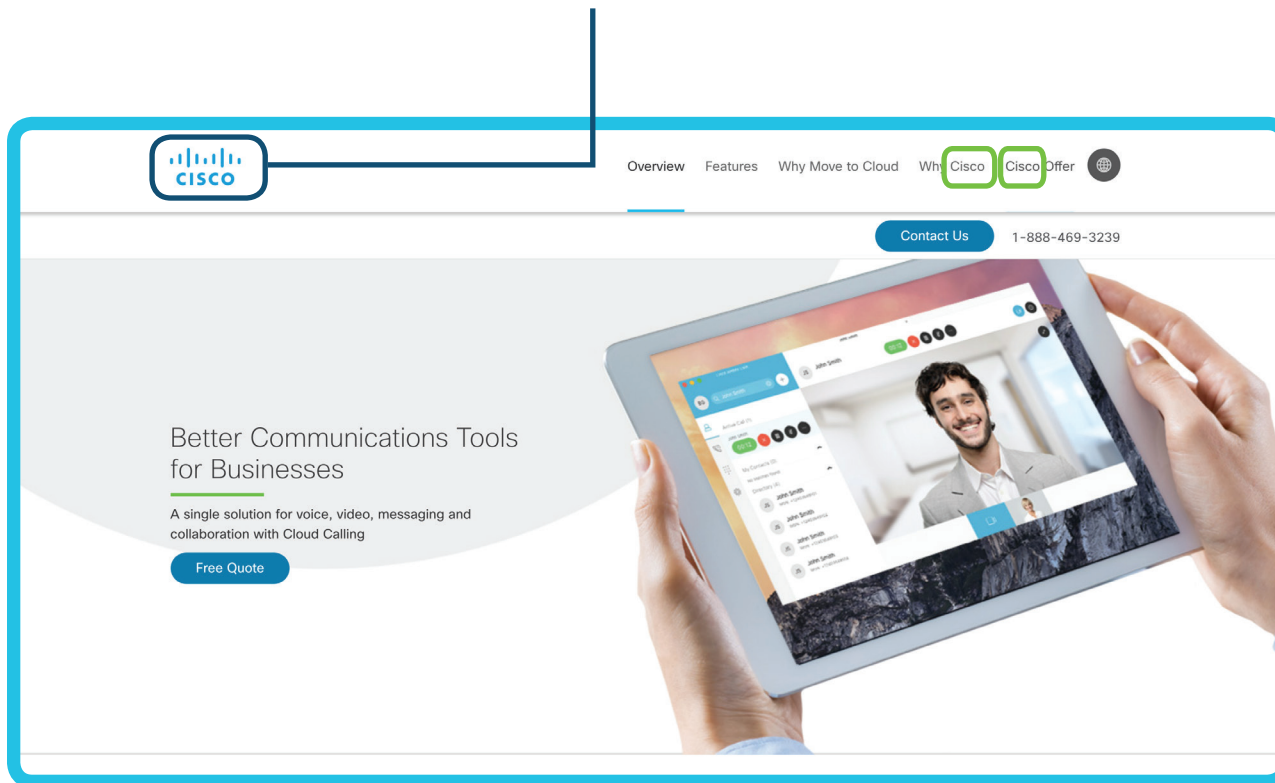
Partner Name

Your branding name, which will be used throughout all of the sites.

Examples appear inside 

Partner Website

The URL to your website homepage. The partner logo in the upper-left corner of your microsite will direct to the link you provide.



Customization Guide



Branding - Branding

Company Logo

Your partner logo, which will be displayed throughout the sites. The format for the image you have chosen should be a PNG with a transparent background or a SVG. The image should be at least 500px wide.

Site Icon/Favicon

Displayed in the address bar. The format for the image you have chosen must be 16x16 pixels or 32x32 pixels, using either 8-bit or 24-bit colors. The format of the image must be one of PNG, GIF, or ICO.

Stacked Company Logo

Your Stacked Company Logo, which will be displayed throughout the sites. The format for the image you have chosen should be PNG with a transparent background or a SVG. The image should be at least 500px wide.



Customization Guide



Branding - Colors

Brand Hex Codes

Hex values of your brand colors.

Brand Fonts

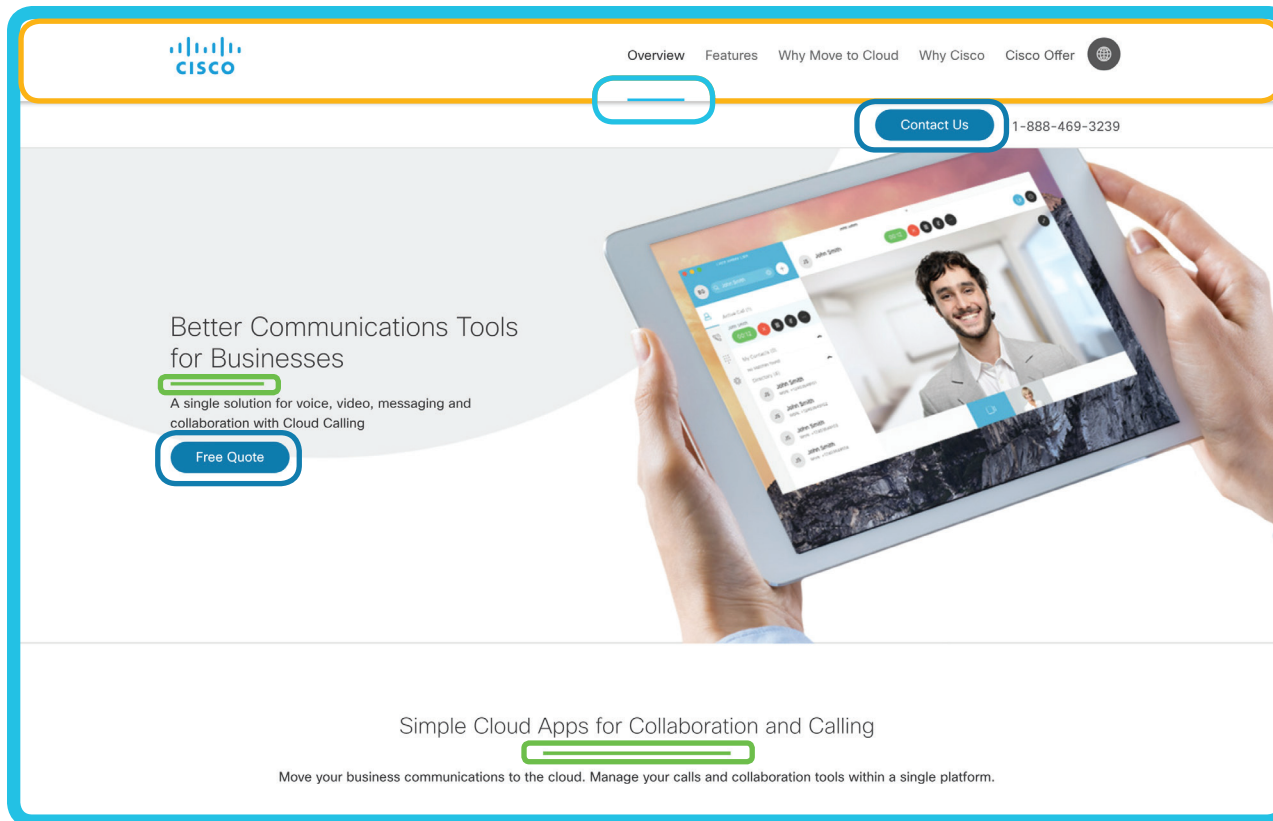
Your primary brand font name.

Primary Color

Secondary Color

Accent Color

Header Color



Customization Guide



General

Partner Offer Name

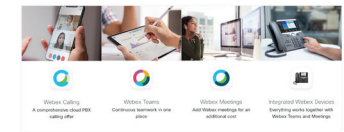
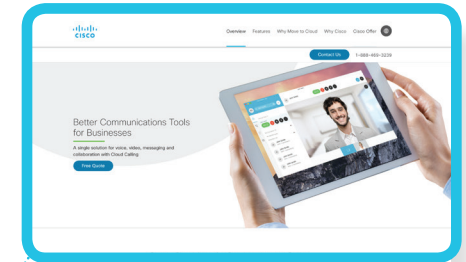
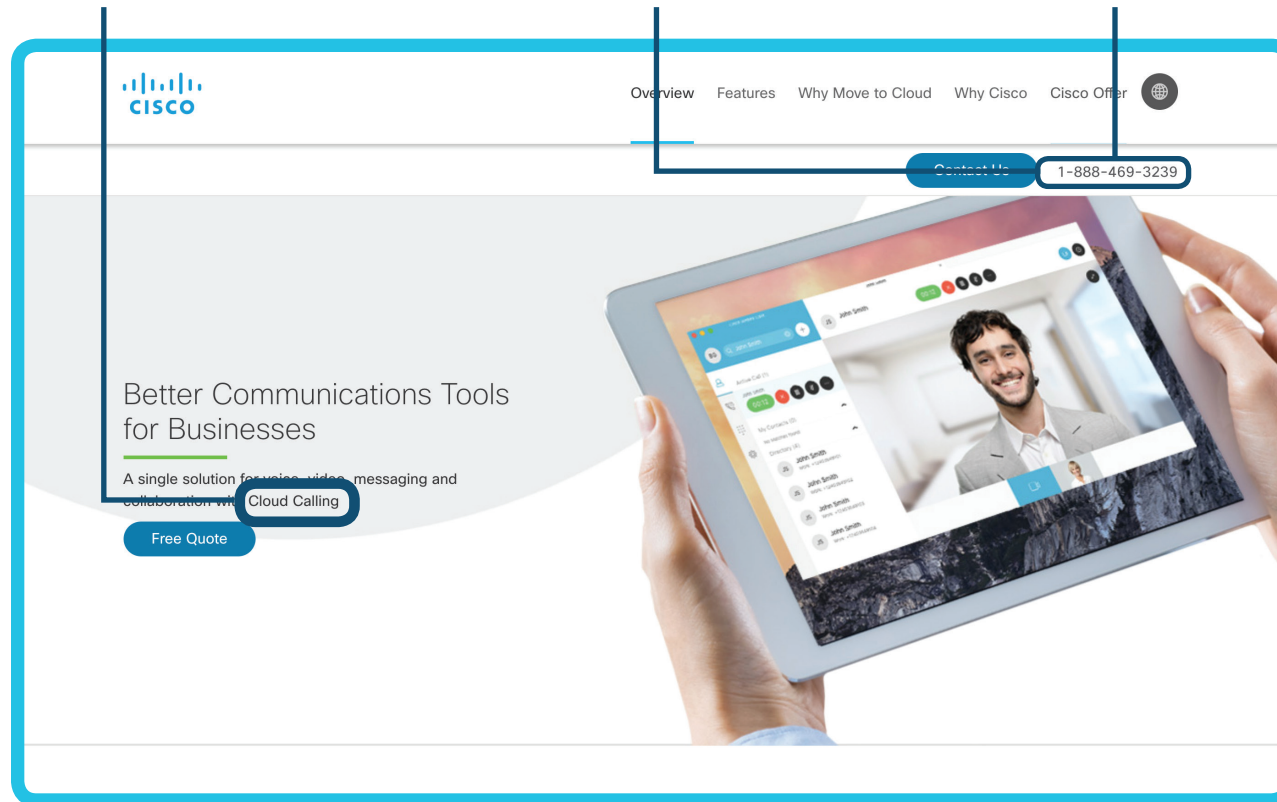
Your commercial, customer-facing name for this Webex Calling for Service Providers Offer.

Sales Phone Display Text

Your main inbound sales phone number for this offer. Enter values exactly how you want displayed (e.g. clarify between 1-800-555-CISCO vs (800)-555-2726, etc.)

Sales Phone Number

Your main inbound sales phone number. This number will be called when clicking on it from this page. If no sales number is provided, this field will not show up.



Simpler, Streamlined Communication
Reduce management expense and provide more flexibility for your business and staff. As part of our cloud calling offering, you receive:

- **Global delivery and support:** Global support and technically-advanced IT locations. Meet the needs of global businesses.
- **A single enterprise-wide license:** Simplify your licensing and reduce global cloud expenses to meet your business.
- **Extensive support:** with onboarding, activation, and so much more.



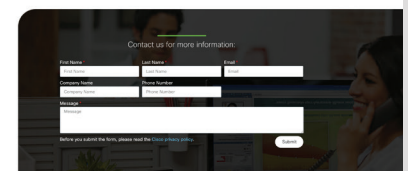
Delivered by Cisco
Complete collaboration stack including video, team collaboration and messaging.

- The integrated with a broad range of Cisco phones, headsets and telepresence devices.
- Secure, enterprise-grade business communications solutions from a proven vendor.
- Delivery with 24x7 connectivity by a trusted Cisco partner.

Backed by the Cisco Global Cloud
Your solution is backed by the reliability and availability of the Cisco global cloud. Every universal service across your sites, services users, mobile apps, partners, and customers.



Always Secure
Protecting your data, log, and data is protected by end-to-end encryption. All included subscriptions are managed and enforced security controls. All Webex is Cisco's high-quality engineering, for protection like some of the most secure collaboration tools available.





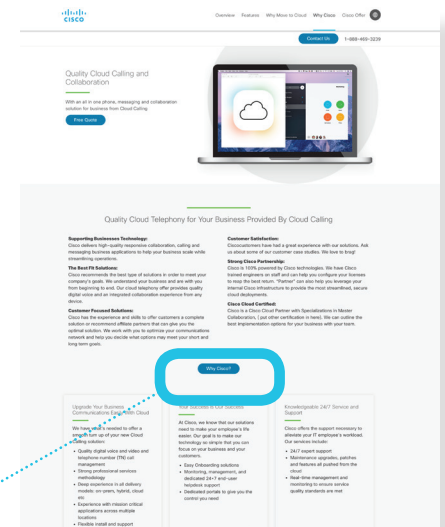
General

Partner Offer Landing Page

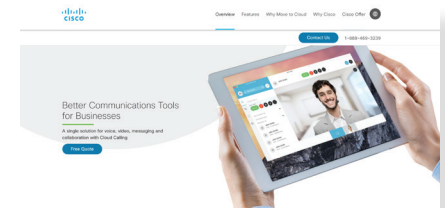
This link will be used when clicking on the following in your microsite:

- » Company Logo on *Overview* page
- » Information button on *Why Move to Cloud* page

Why <Partner> page



Overview page



Delivered by Cisco

- Complete collaboration stack including voice, team collaboration and meetings.
- Pre-integrated with a broad range of Cisco phones, headsets and telepresence devices.
- Secure, enterprise-grade business communications solution from a proven vendor.
- Delivered with PSTN connectivity by a trusted Cisco partner

Customization Guide



General

Cisco Partner Logo

The Cisco partner logo that corresponds to your partner status with Cisco (e.g. Cloud and Managed Service Program - CMSP). You can get it [here](#).

Services and Support to Ensure Successful Cloud Communications

- Simple and transparent subscription model to help you plan and scale
- Built to support multisite and global multi-national networking requirements
- Intelligent user experience that integrates customer collaboration applications and devices with other cloud applications, so you can streamline workflows and support a more intuitive way to work

Get The Best Solution For Your Business

Cisco Calling and Collaboration Available Services

- Telecom & PSTN
 - Local and Toll-Free Telephone Numbers
 - Direct Inward Dial (DID), Virtual Telephone Numbers (VTN)
- Unified Calling
 - Local Calling Selection
- Regulatory Services
 - E911, Number Porting
- Customer Support
 - 24 x 7 x 365 Support
 - Staffed by Certified Engineers and Technicians
- Self-Service Portal
 - Secure Access for User and Admin-Level Service Configuration
- Access Services Package
- Managed Access and Connectivity Services
 - IP Access Circuits, Business Continuity
- Network Services
 - P-AN-S, SD-WAN, Multi-Site VPN
- Managed WAN & LAN Services
 - Proactive Service, Network, Application Monitoring Services
- Service Level Agreement Options
 - Quality of Service, Spine, Priority Traffic Services

Included in the Package

Cloud PBX <ul style="list-style-type: none">Business Calling FeaturesBusiness Transfer, Hold & Transfer, Silence	Web Calling <ul style="list-style-type: none">Web Conferencing and HD Video Calling	Visual Expansion <ul style="list-style-type: none">Cloud for SD-WAN, SD-WAN to Cloud, Cloud to Cloud
Cloud Features <ul style="list-style-type: none">Enterprise and Consumer & SMB, Home Office, Call Forward	Self-Service <ul style="list-style-type: none">Self-Service Calling, Self-Service Calling	Site Services <ul style="list-style-type: none">Managed Network, Managed Network, Managed Network
Cloud Calling App <ul style="list-style-type: none">Mobile & Web Calling for Laptops & Tablets		

Cisco Webex Teams

Webex Meetings & Conferencing <ul style="list-style-type: none">Cloud Meeting, Webex Meetings	Instant Messaging & Presence <ul style="list-style-type: none">Instant Messaging, Presence, Status	Network Meeting <ul style="list-style-type: none">Network Meeting, Webex Meetings
Presence Collaboration Rooms <ul style="list-style-type: none">Cloud Meeting, Webex Meetings, Managed Network	Security and Control <ul style="list-style-type: none">Webex Meetings, Network Security, Call & Control	

Available at Additional Cost

Cloud Desktop & Call Paths <ul style="list-style-type: none">IP Phone and Video Services	IP Conference Phone <ul style="list-style-type: none">3000, 7900, 8800 Series	Audio Kits <ul style="list-style-type: none">101, 102
Cloud Webex Meetings Packages <ul style="list-style-type: none">Record Meetings	Webex Call Center <ul style="list-style-type: none">Cloud and SD-WAN Solutions	Events & Webinars <ul style="list-style-type: none">Webex Events, Webex Webinars
Webex Managed Network Services <ul style="list-style-type: none">Managed Network Services	Network Support <ul style="list-style-type: none">Managed Network Services	

A Communications Offer by ePartners
Powered by Cisco Technology

Calling from Office & Home Features, Teams, Meetings, and Desktop from ePartners

Services and Support to Ensure Successful Cloud Communications

- Simple and transparent subscription model to help you plan and scale
- Built to support multisite and global multi-national networking requirements
- Intelligent user experience that integrates customer collaboration applications and devices with other cloud applications, so you can streamline workflows and support a more intuitive way to work

Contact us for more information:

First Name: [input] Last Name: [input]

Company Name: [input] Phone Number: [input]

Message: [input]

Submit

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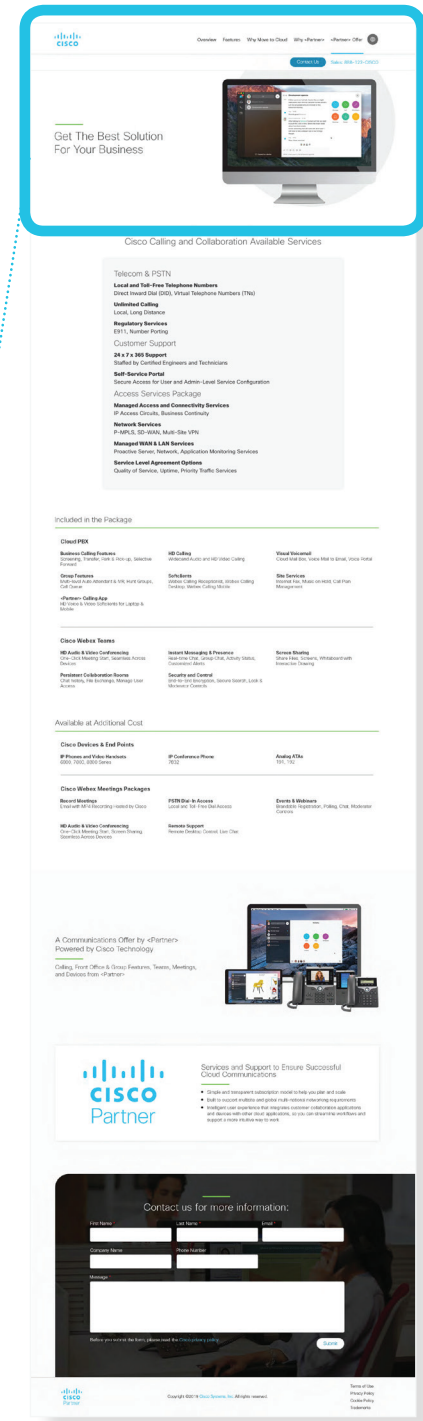
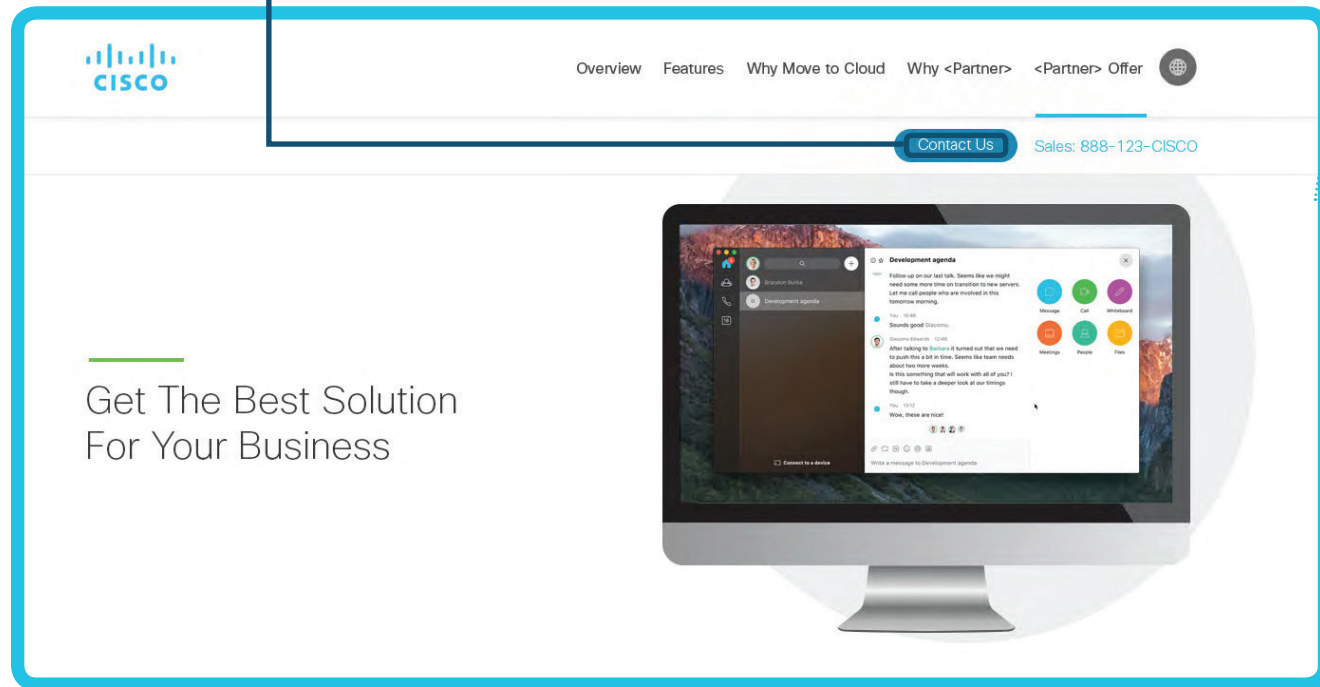
Customization Guide



General

Call to Action Button Label

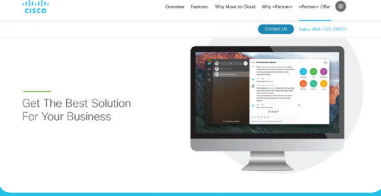
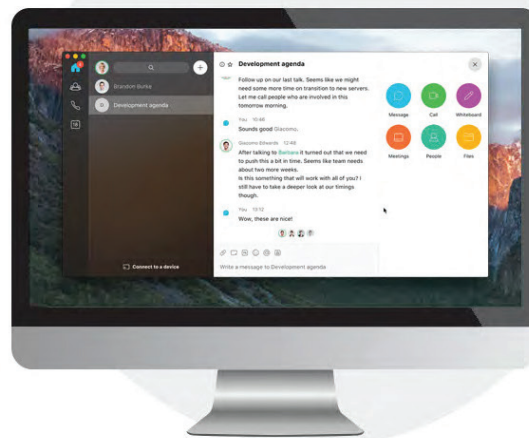
This field allows for customizing the label used for the button that jumps to the Call-to-Action. The maximum length of the label is 20 characters.



Overview Features Why Move to Cloud Why <Partner> <Partner> Offer

Contact Us Sales: 888-123-CISCO

Get The Best Solution For Your Business



Cisco Calling and Collaboration Available Services

- Telecom & PSTN
- Local and Toll-Free Telephone Numbers
- Unlimited Calling
- Regulatory Services
- Customer Support
- 24 x 7 x 365 Support
- Self-Service Portal
- Access Services Package
- Managed Access and Connectivity Services
- Network Services
- Managed WAN & LAN Services
- Service Level Agreement Options

Included in the Package

- Cloud PBX
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network

Cisco Webex Teams

- Webex Meetings
- Webex Teams
- Webex Teams
- Webex Teams
- Webex Teams

Available at Additional Cost

- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network



Services and Support to Ensure Successful Cloud Communications

- Cloud Managed Network
- Cloud Managed Network
- Cloud Managed Network

Contact us for more information:

First Name: [input]
 Last Name: [input]
 Email: [input]
 Phone: [input]
 Message: [input]
 Submit

Customization Guide



Differentiators - Differentiators and Drivers

Description

Suggested key differentiator content includes: your unique selling proposition for this offer, your partner status and experience with Cisco, ancillary offers, special expertise you bring to the table, and your awards and market recognition. Limited to 500 characters.



Delivered by Cisco

- Complete collaboration stack including voice, team collaboration and meetings.
- Pre-integrated with a broad range of Cisco phones, headsets and telepresence devices.
- Secure, enterprise-grade business communications solution from a proven vendor.
- Delivered with PSTN connectivity by a trusted Cisco partner





Differentiators – Why Work with You for Webex Calling for Service Providers?

Title

The title of your differentiation section. This title should capture the main reason why end-customer should choose you over other service provider partners or VARs to get this solution. This title is optional, as this section is free format. Limited to 100 characters.

Value Proposition #1

Section is free-format, maximum of 800 characters. We recommend you use bullet points.

Value Proposition #2

Continuation of your value proposition. Section is free-format, maximum of 800 characters. We recommend you use bullet points.

Quality Cloud Telephony for Your Business Provided By Cloud Calling

Supporting Business Technology:

Cisco delivers high-quality responsive collaboration, calling and messaging business applications to help your business scale while streamlining operations.

The Best Fit Solutions:

Cisco recommends the best type of solutions in order to meet your company's goals. We understand your business and are with you from beginning to end. Our cloud telephony offer provides quality digital voice and an integrated collaboration experience from any device.

Customer Focused Solutions:

Cisco has the experience and skills to offer customers a complete solution or recommend affiliate partners that can give you the optimal solution. We work with you to optimize your communications network and help you decide what options may meet your short and long term goals.

Customer Satisfaction:

Ciscocustomers have had a great experience with our solutions. Ask us about some of our customer case studies. We love to brag!

Strong Cisco Partnership:

Cisco is 100% powered by Cisco technologies. We have Cisco trained engineers on staff and can help you configure your licenses to reap the best return. "Partner" can also help you leverage your internal Cisco infrastructure to provide the most streamlined, secure cloud deployments.

Cisco Cloud Certified:

Cisco is a Cisco Cloud Partner with Specializations in Master Collaboration, (put other certification in here). We can outline the best implementation options for your business with your team.

Why Cisco?



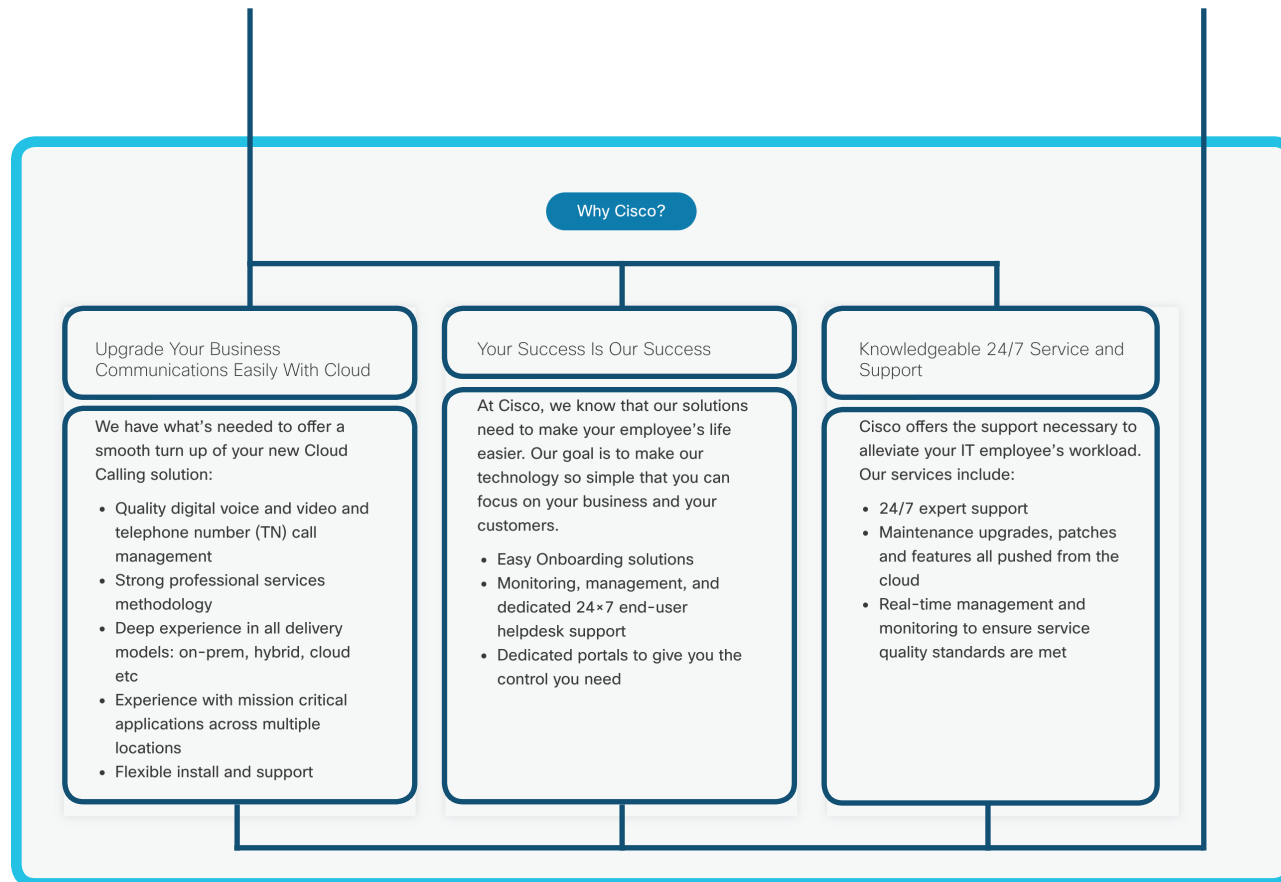
Differentiators - What Do You Do Best?

Title of Differentiator

The title of your differentiator. Limited to 100 characters.

Description

Free format section. You can use title and text. Limited to 750 characters per differentiator.





Differentiators - Cisco Partnership Supporting Statement

Supporting Statement

Statement (or list of statements) testifying to why you are the right partner to deliver this Cisco solution. May include your partner status, experience with Cisco, etc. Limited to 500 characters.

Title

Summary of why you are the right Cisco partner for this offer. Limited to 100 characters.

Services and Support to Ensure Successful Cloud Communications

- Simple and transparent subscription model to help you plan and scale
- Built to support multisite and global multi-national networking requirements
- Intelligent user experience that integrates customer collaboration applications and devices with other cloud applications, so you can streamline workflows and support a more intuitive way to work

Get The Best Solution For Your Business

Cisco Calling and Collaboration Available Services

- Telecom & PSTN
 - Local and Toll-Free Telephone Numbers
 - Local and Toll-Free Numbers (TFN)
 - Unlimited Calling
 - Local Calling Selection
 - Regulatory Services
 - E911, Number Porting
 - Customer Support
 - 24 x 7 x 365 Support
 - Staffed by Certified Engineers and Technicians
 - Self-Service Portal
 - Secure Access for User and Admin-Level Service Configuration
- Access Services Package
- Managed Access and Connectivity Services
- IP Access Circuits, Business Continuity
- Network Services
- P-AN-S, SD-WAN, Multi-Site VPN
- Managed WAN & LAN Services
- Proactive Service, Network, Application Monitoring Services
- Service Level Agreement Options
- Quality of Service, Spine, Priority Traffic Services

Included in the Package

- Cisco PBX
 - Business Calling Features
 - Business Transfer, Hold & Transfer, Selective Forwarding
 - Class Features
 - Class of Service, Hold, Hold Release, Call Forward
 - Office Calling App
 - BYOD & BYOT Capabilities for Laptops & Tablets
- IP Calling
 - Cloud Managed and HD Voice Calling
 - Softphones
 - Office Calling Capabilities, Mobile Calling
 - Service, Mobile Calling Skills
- Cloud Managed
 - Cloud Managed and HD Voice Calling
 - Service, Mobile Calling Skills
- Cloud Managed
 - Cloud Managed and HD Voice Calling
 - Service, Mobile Calling Skills

Available at Additional Cost

- Cisco Desktop & Toll Paths
 - IP Phones and Video Services
 - IP Conference Phone
 - Audio FXS
- Cisco Webex Meetings Packages
 - Record Meetings
 - Instant Messaging & Presence
 - Security and Control
- IP Video & Webex Meetings
 - IP Video & Webex Meetings
 - Instant Messaging & Presence
 - Security and Control
- Cloud Managed
 - Cloud Managed and HD Voice Calling
 - Service, Mobile Calling Skills

Contact us for more information:

First Name, Last Name, Email, Phone, Message

Submit



Offers – Partner Offer Components

Offer Components

Include the general areas of services or components (e.g. PSTN, access, IT services, etc.), the actual service or component you offer as part of these general areas (e.g. telephone numbers, MPLS, etc.), and high-level descriptions of the items or why they're useful. You can also indicate whether the item is optional or mandatory.

Cisco Calling and Collaboration Available Services

Telecom & PSTN

Local and Toll-Free Telephone Numbers
Direct Inward Dial (DID), Virtual Telephone Numbers (TNs)

Unlimited Calling
Local, Long Distance

Regulatory Services
E911, Number Porting

Customer Support

24 x 7 x 365 Support
Staffed by Certified Engineers and Technicians

Self-Service Portal
Secure Access for User and Admin-Level Service Configuration

Access Services Package

Managed Access and Connectivity Services
IP Access Circuits, Business Continuity

Network Services
P-MPLS, SD-WAN, Multi-Site VPN

Managed WAN & LAN Services
Proactive Server, Network, Application Monitoring Services

Service Level Agreement Options
Quality of Service, Uptime, Priority Traffic Services

The screenshot shows a detailed view of the Cisco Partner Offer page. At the top, it says "Get The Best Solution For Your Business" with an image of a laptop displaying the Cisco interface. Below this is a section titled "Cisco Calling and Collaboration Available Services" which lists various service categories and their details, mirroring the content in the zoomed-in box. The page also includes sections for "Included in the Package", "Available at Additional Cost", and "Cisco Webex Teams". At the bottom, there is a "Contact us for more information" form and a "Cisco Partner" logo.



Testimonials – Customer Testimonials

Company Logo

Your partner's logo, to which the testimonial can be attributed. Please upload a PNG with a transparent background that is 208px wide by 138px high.

Testimonial

Enter your partner's quote here. This is a free-format section with a limit of 250 characters.

Name

Name or title of individual to whom the testimonial quote can be attributed to.

Company Name

Name of your partner company that the testimonial quote can be attributed to.

Take A Look At What Others Are Saying



"We want to provide students the opportunities they need to be the people they want to be. The Webex tools that we use provide them chances to see things that maybe they wouldn't see otherwise."

-Drew Lane

Executive Director of Information & Communications Technologies, Shawnee Mission School District

-Andy Jurczyk, CIO
Seyfarth Shaw



"Something undeniably powerful happens when you bring people from all over the place into the studio. Cisco gave The Ellen Show that power to connect the fans all over the world so they could be part of the group and feel the warmth and the fun that everybody has when they come to the show."

-Derek Westervelt, Technical

Executive Producer

The Ellen DeGeneres Show



"The BIG GREEN BUTTON! And video everywhere. We've made meetings simple and the usage is really taking off, which is very important for a global company separated by distance. We are building a tighter family."

-Brian Kachel, CTO

Premier Research

