Customization Guide

Webex Calling for Service Providers Microsite Customization Guide

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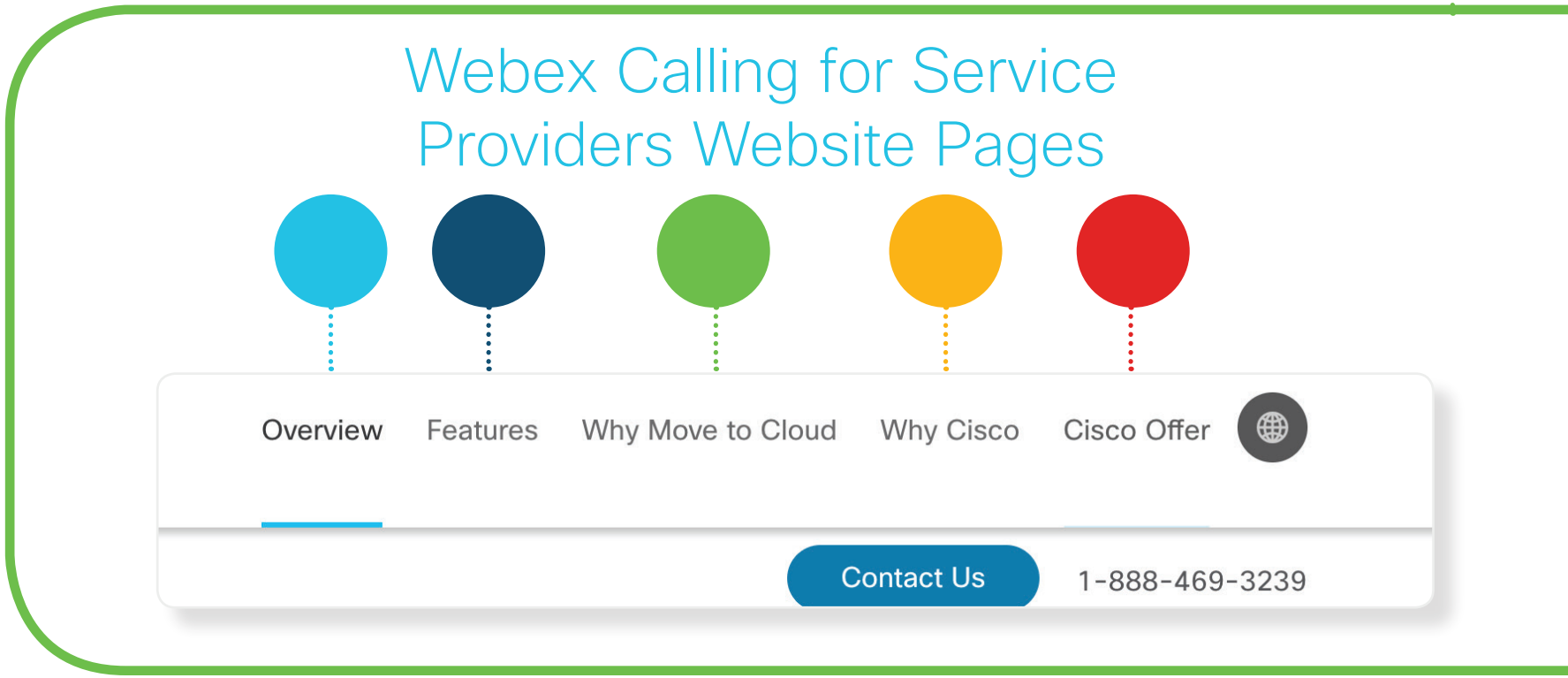
Introduction

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.



Branding - Partner Info

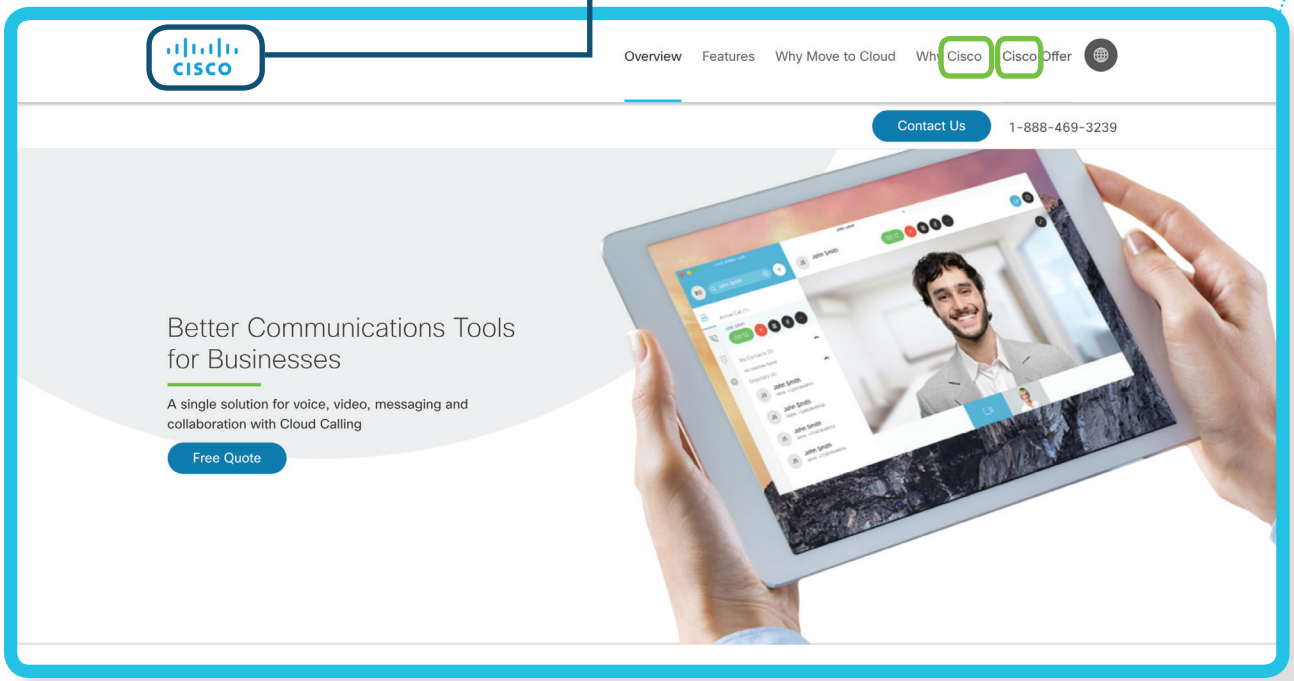
Partner Name

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.



Branding - Branding

Company Logo

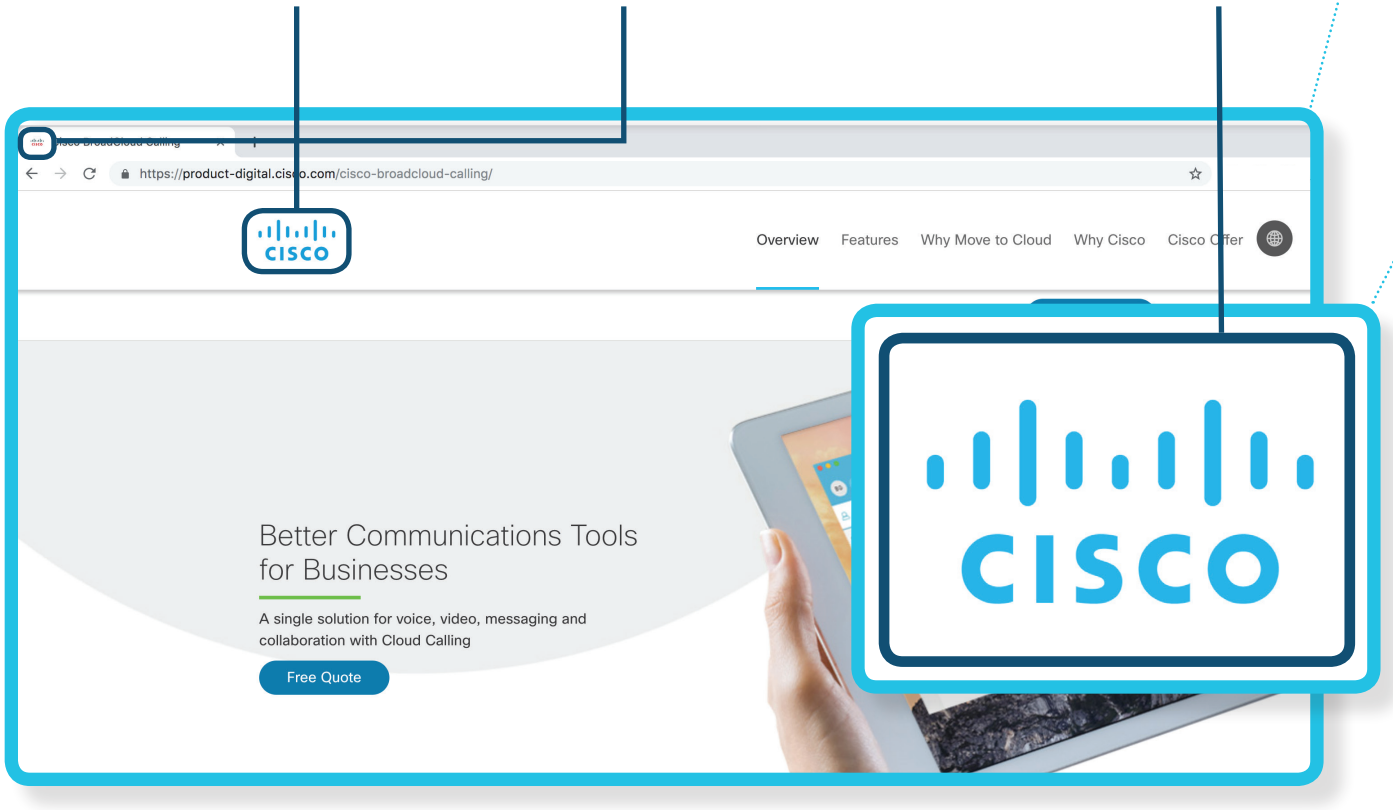
Your partner logo, which will be displayed throughout the sites. The format for the image you have chosen should be a PNG with a transparent background or a SVG. The image should be at least 500px wide.

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.



Branding - Colors

Brand Hex Codes

Hex values of your brand colors.

Primary Color

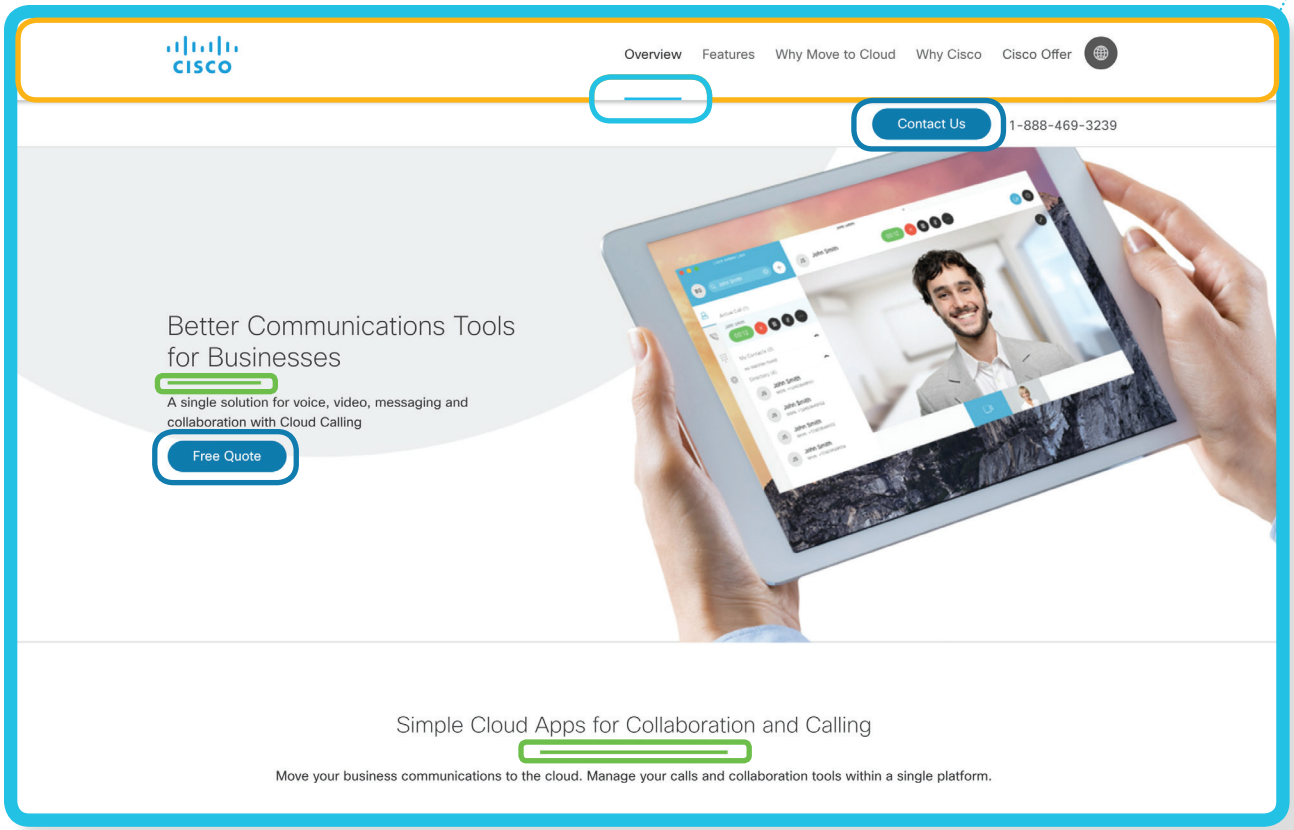
Secondary Color

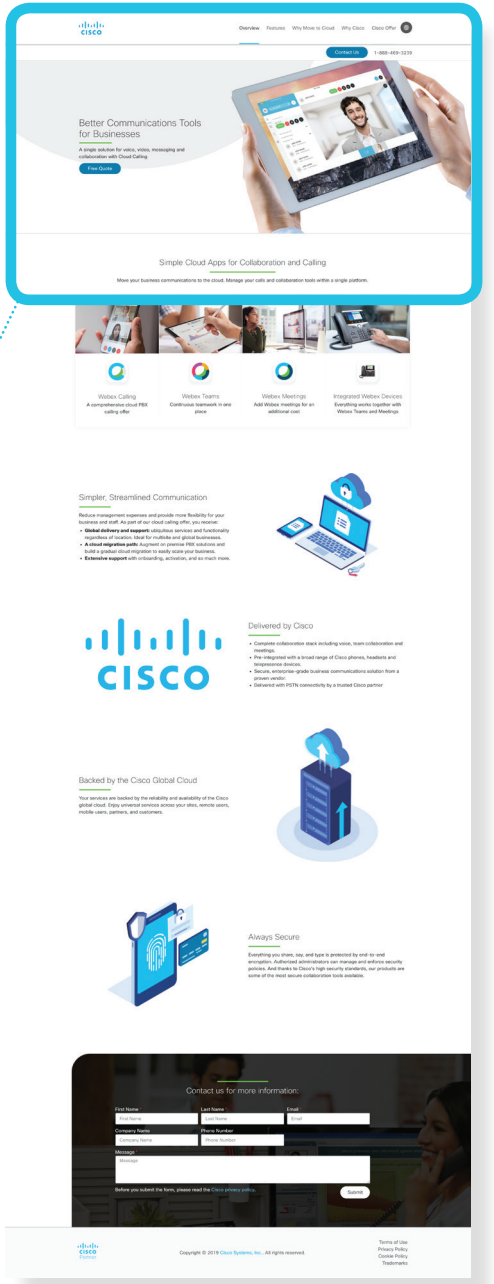
Accent Color

Header Color

Brand Fonts

Your primary brand font name.





General

Partner Offer Name

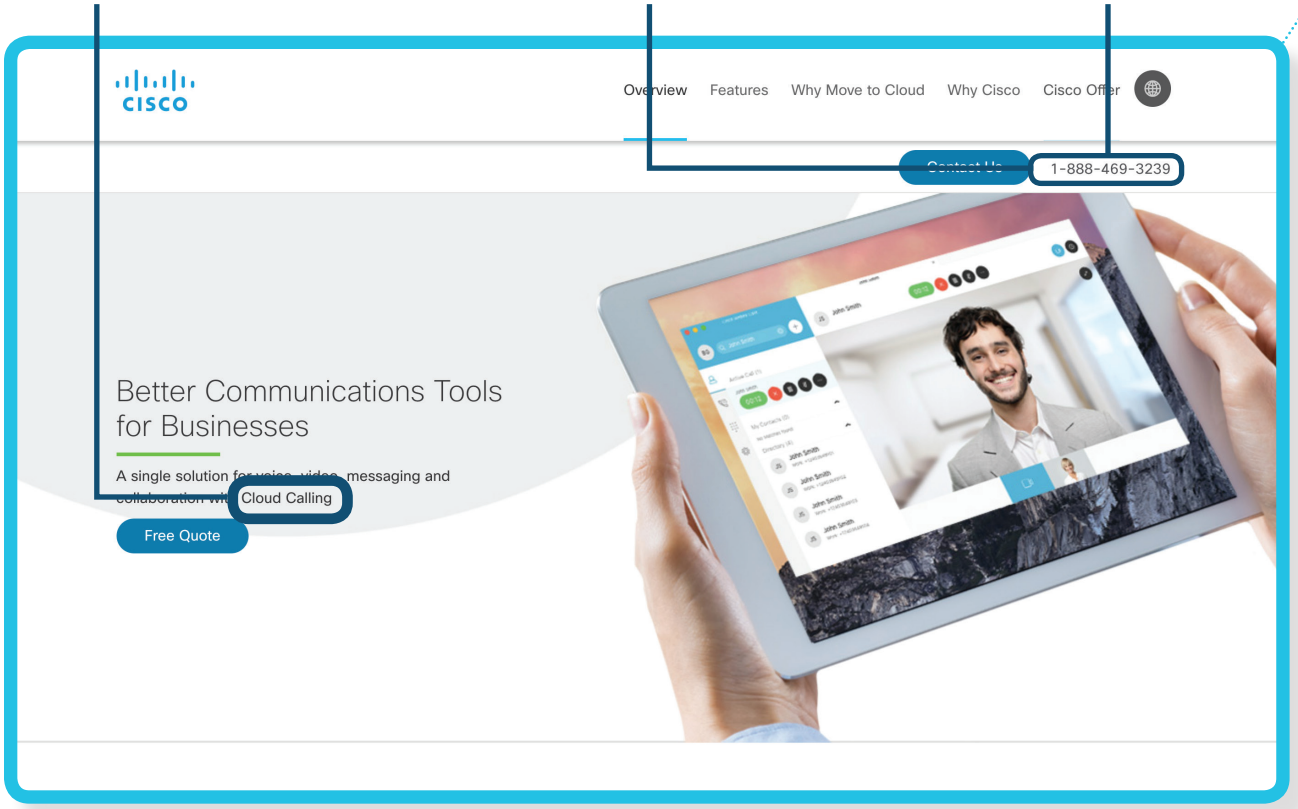
Your commercial, customer-facing name for this Webex Calling for Service Providers Offer.

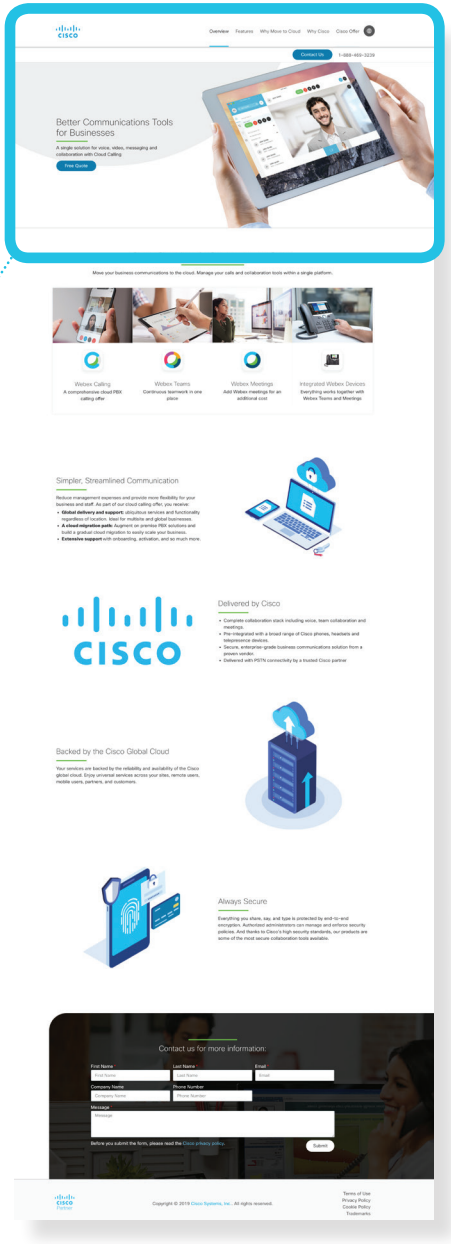
Sales Phone Display Text

Your main inbound sales phone number for this offer. Enter values exactly how you want displayed (e.g. clarify between 1-800-555-CSCO 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.





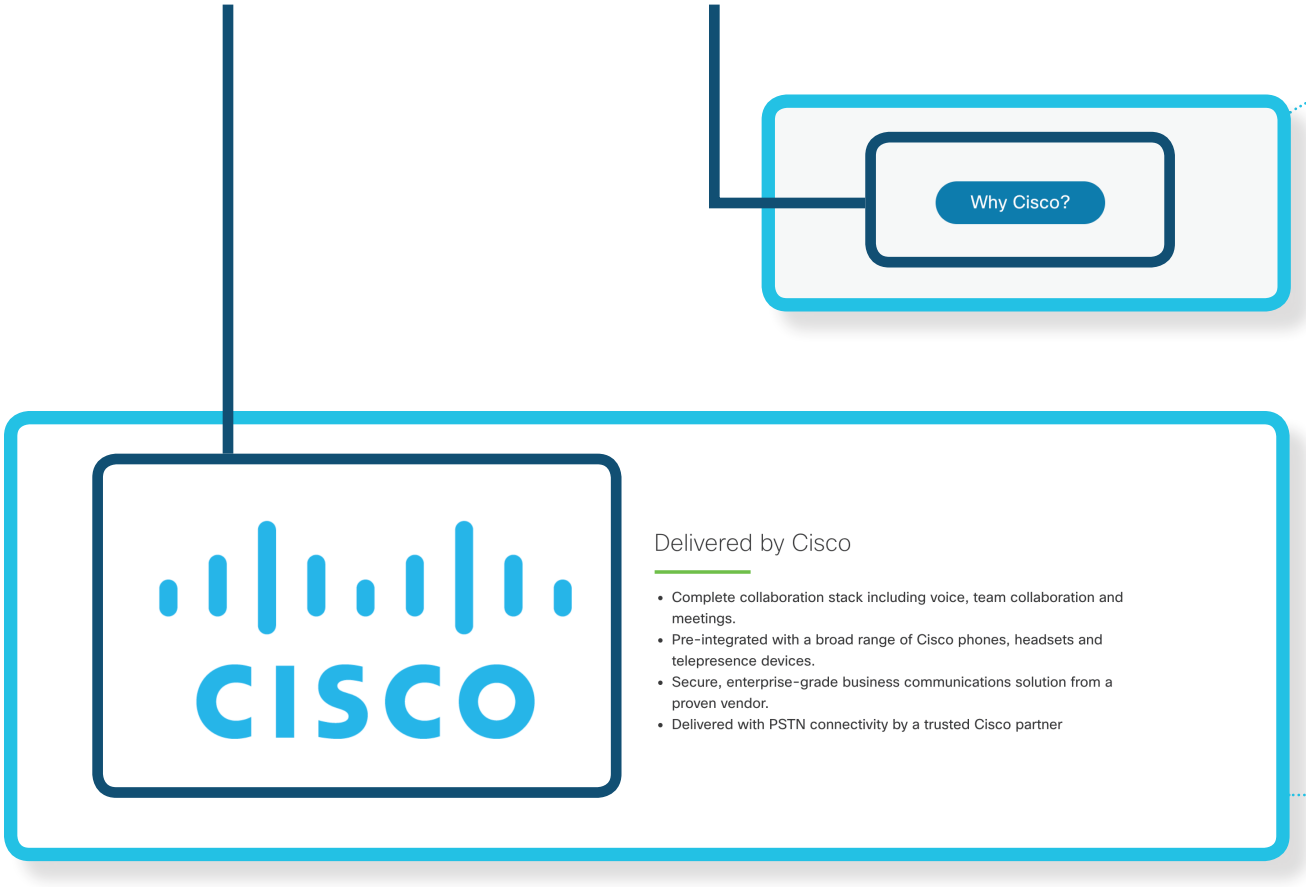
General

Partner Offer Landing Page

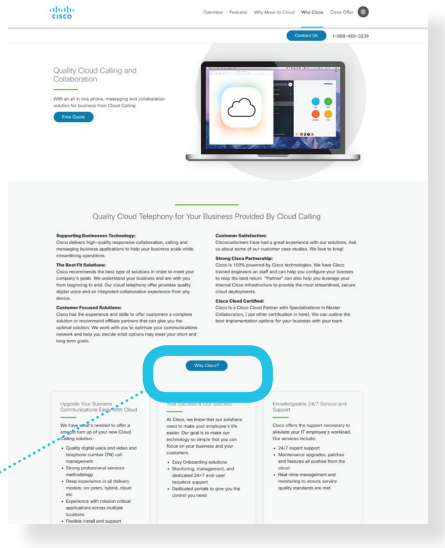
This link will be used when clicking on the following in your microsite:

» Company Logo on *Overview* page

» Information button on *Why Move to Cloud* page)



Why <Partner> page

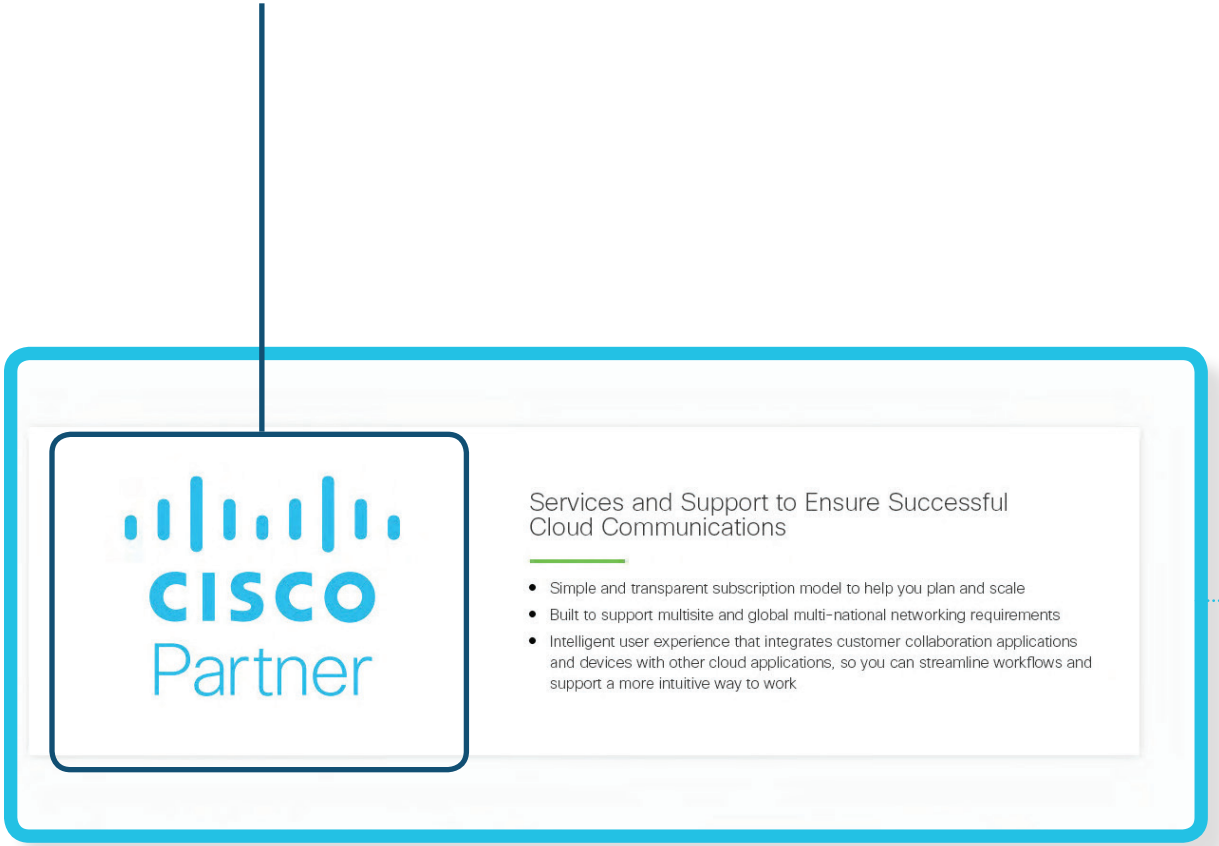


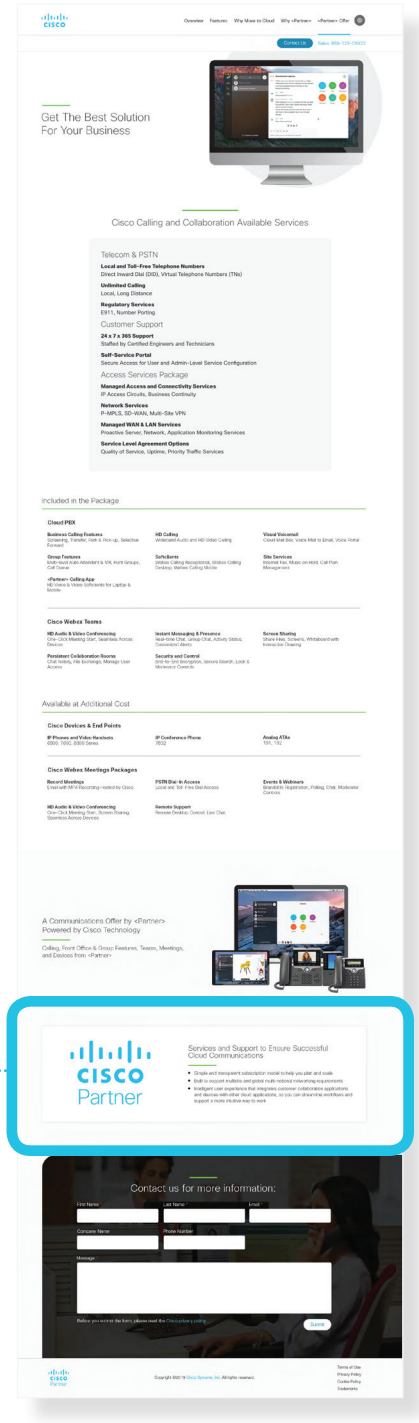
Overview page

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.

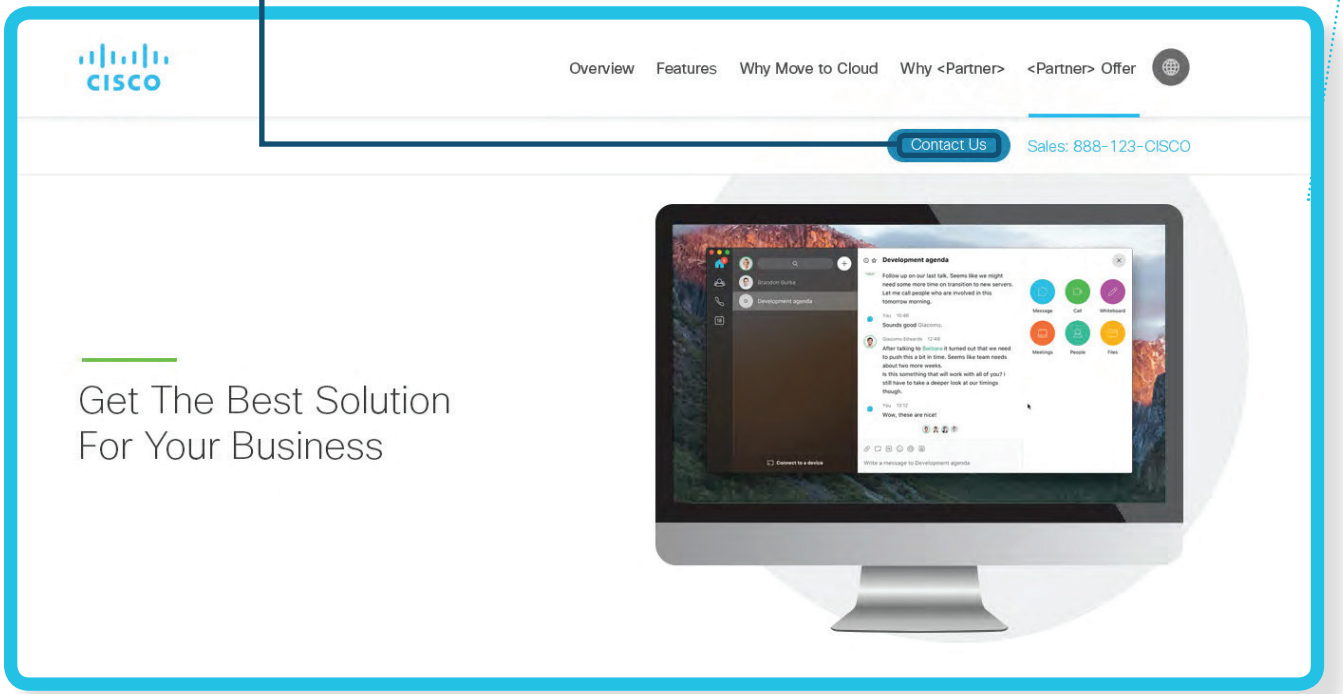


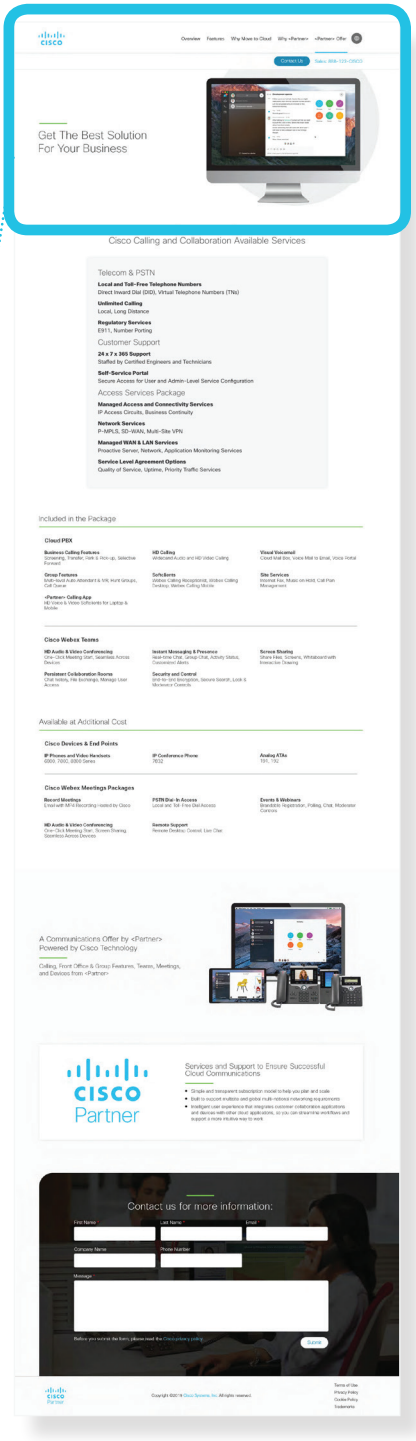


General

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.

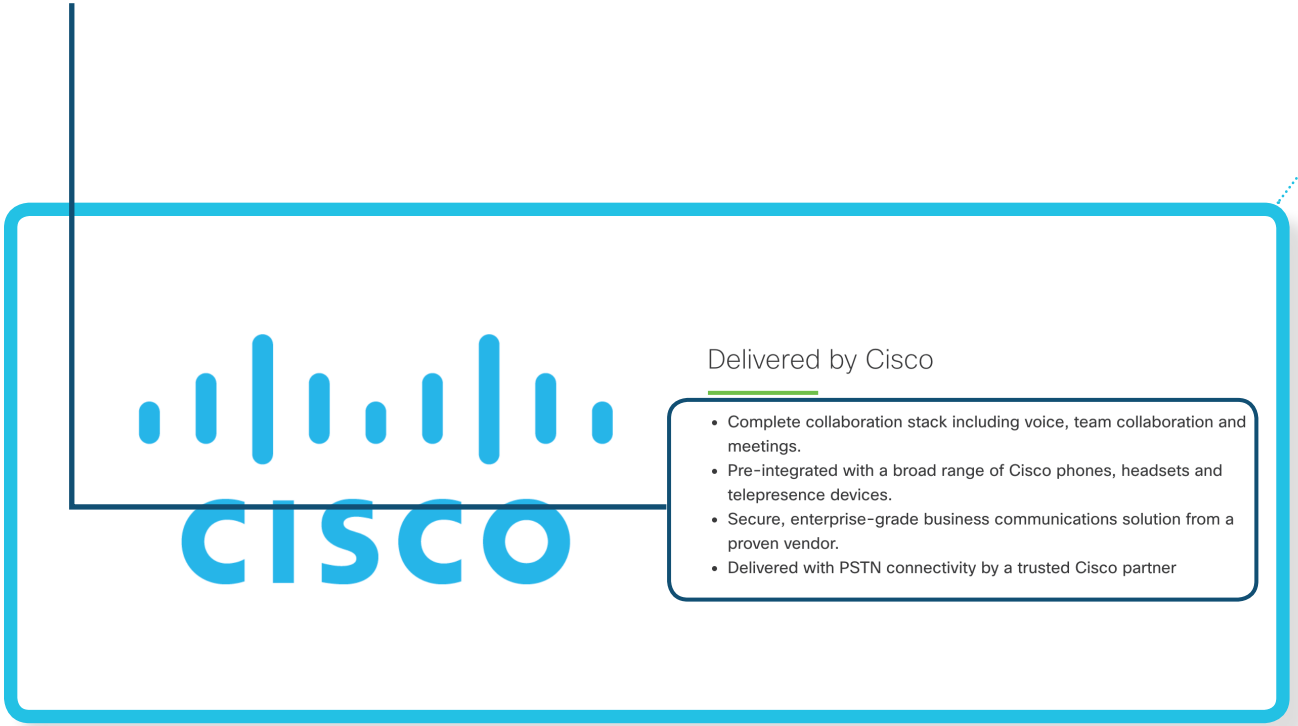




Differentiators - Differentiators and Drivers

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.



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

Title

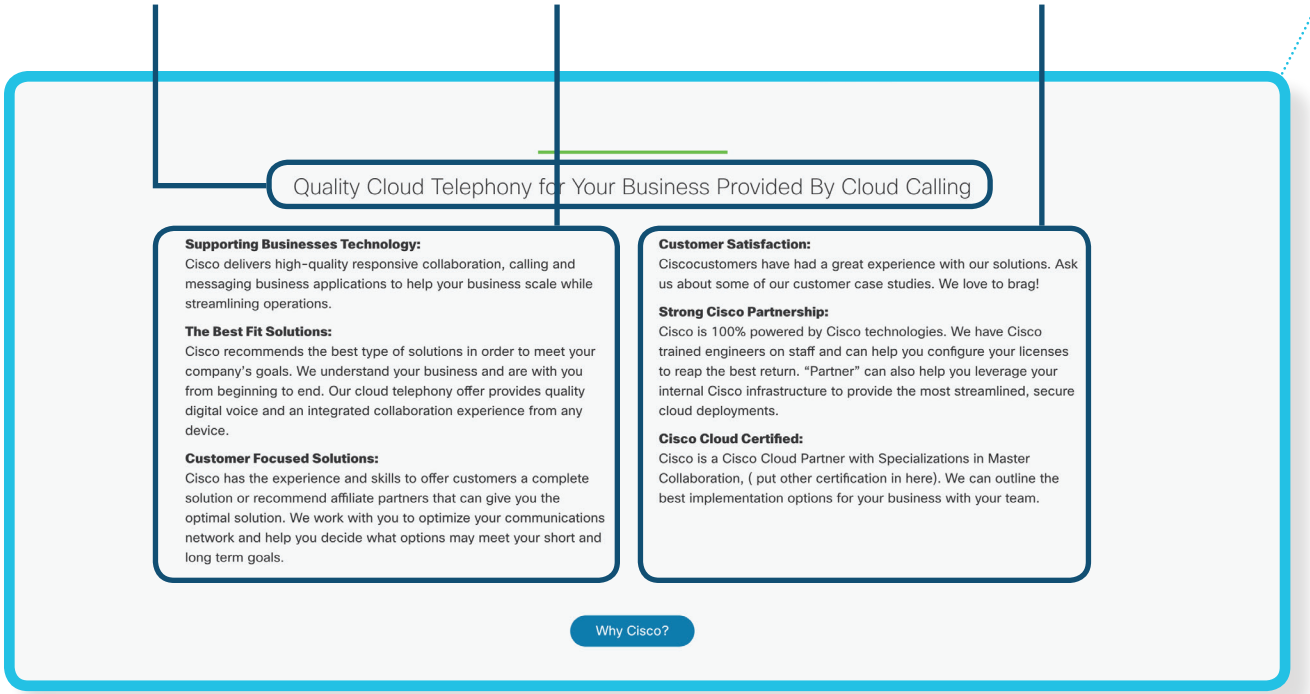
The title of your differentiation section. This title should capture the main reason why end-customer should choose you over other service provider partners or VARs to get this solution. This title is optional, as this section is free format. Limited to 100 characters.

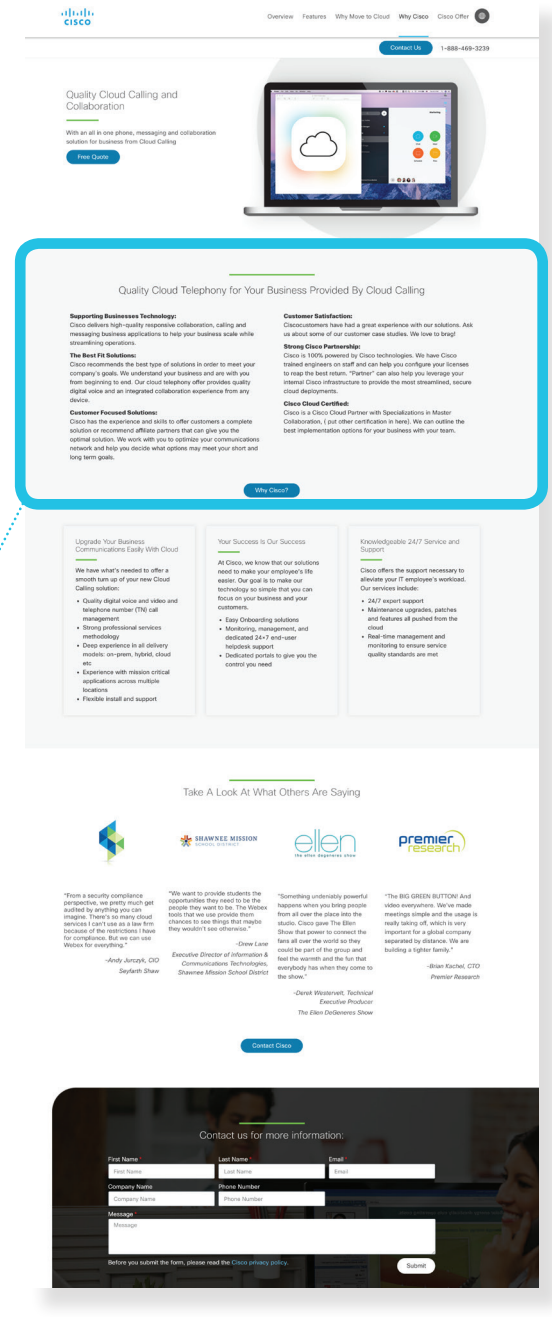
Value Proposition #1

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.





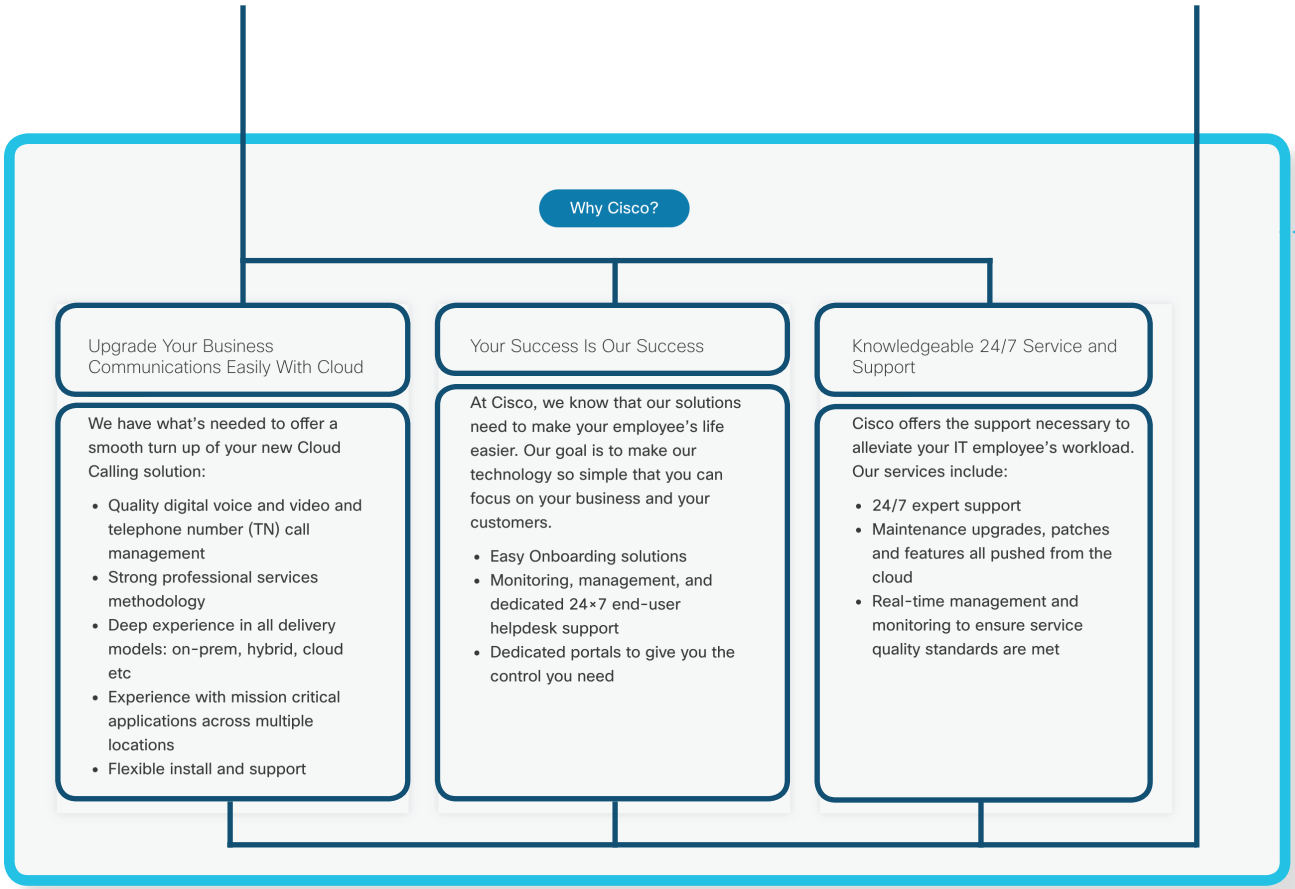
Differentiators - What Do You Do Best?

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.



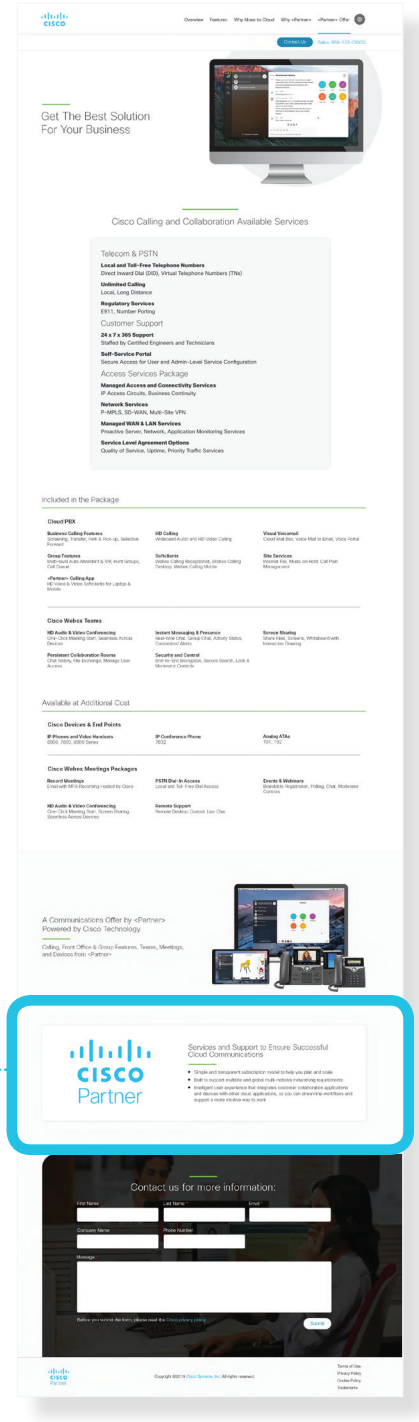
Differentiators - Cisco Partnership Supporting Statement

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.



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

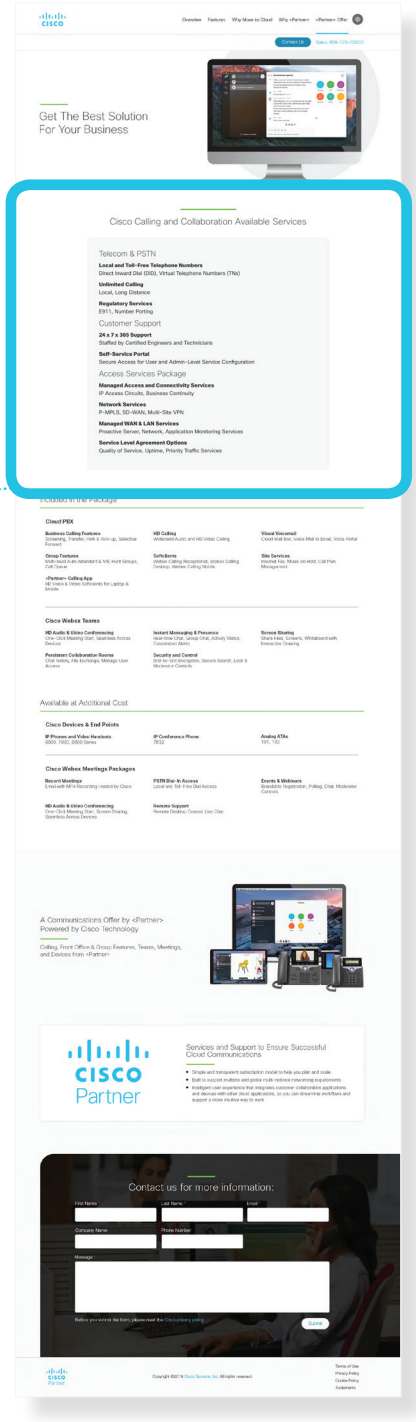
Access Services Package

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



Testimonials - Customer Testimonials

Company Logo

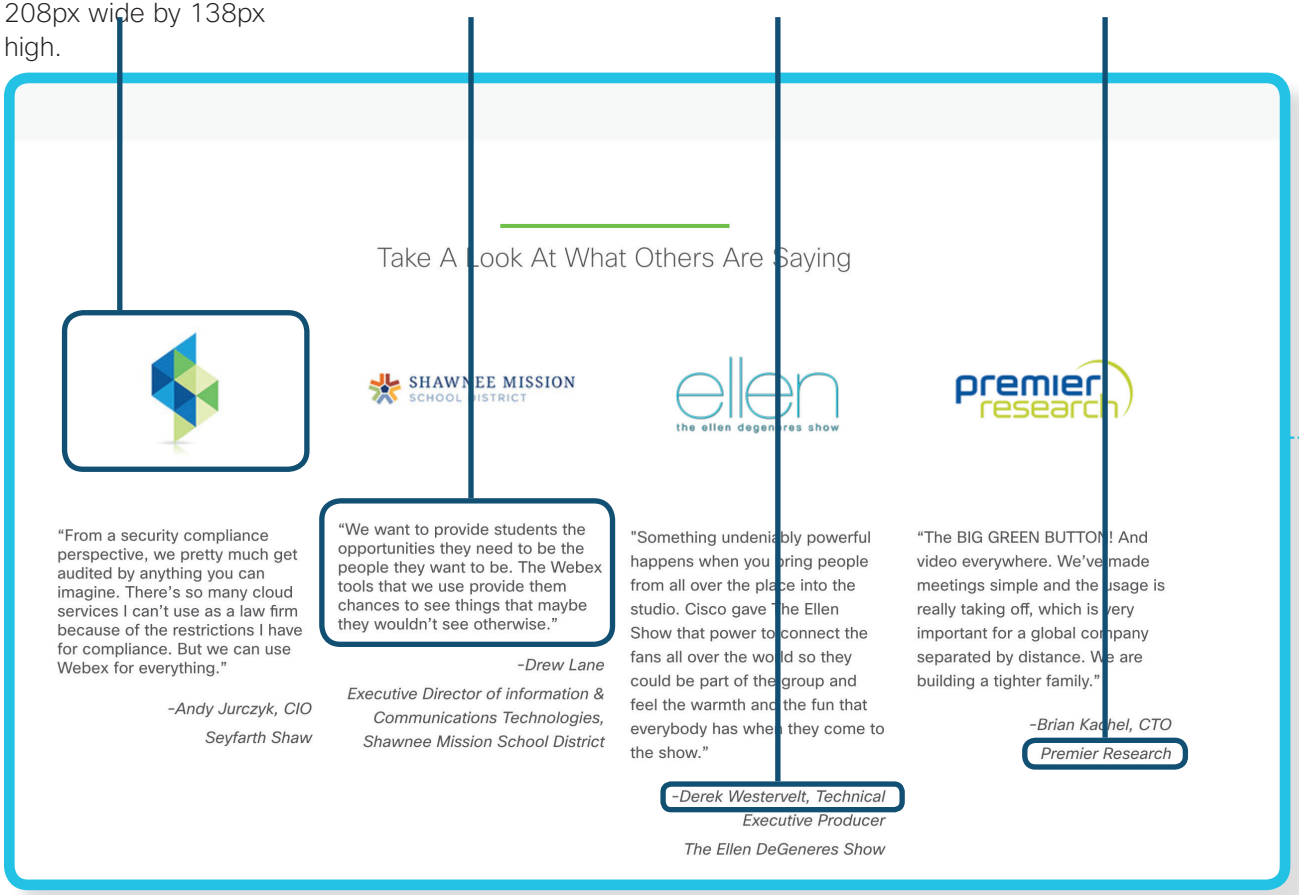
Your partner's logo, to which the testimonial can be attributed. Please upload a PNG with a transparent background that is 208px wide by 138px high.

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.