

The Advocate

A Quarterly Newsletter: Issue XIV, Q2
FY23

Cisco's Global Advocacy Team





Global Advocacy



[Cisco Insider Advocates](#) | [Cisco Insider Executives](#) | [Customer & Partner Stories](#) | [References](#)

Hello from the Global Advocacy team!

We develop and drive **award-winning** advocacy marketing programs through our **Advocacy-as-a-Service model** that nurtures inclusive connections with Cisco's customers and partners, inspiring and empowering them to become storytellers and visionaries for the Cisco brand.

Our commitment to Cisco's customers and partners is matched by our commitment to Cisco's sellers, as we build and launch programs, processes, and content to help our colleagues close deals faster.

We do this by connecting sellers with **engaged references** and a continually growing library of customer evidence content.

If you'd like more information on anything you see here in our quarterly newsletter, please [reach out](#).

We'd love to partner with you, to support your marketing and sales objectives.



Recruiting and Engaging Customer Advocates: An Always-On Activity





Recognize

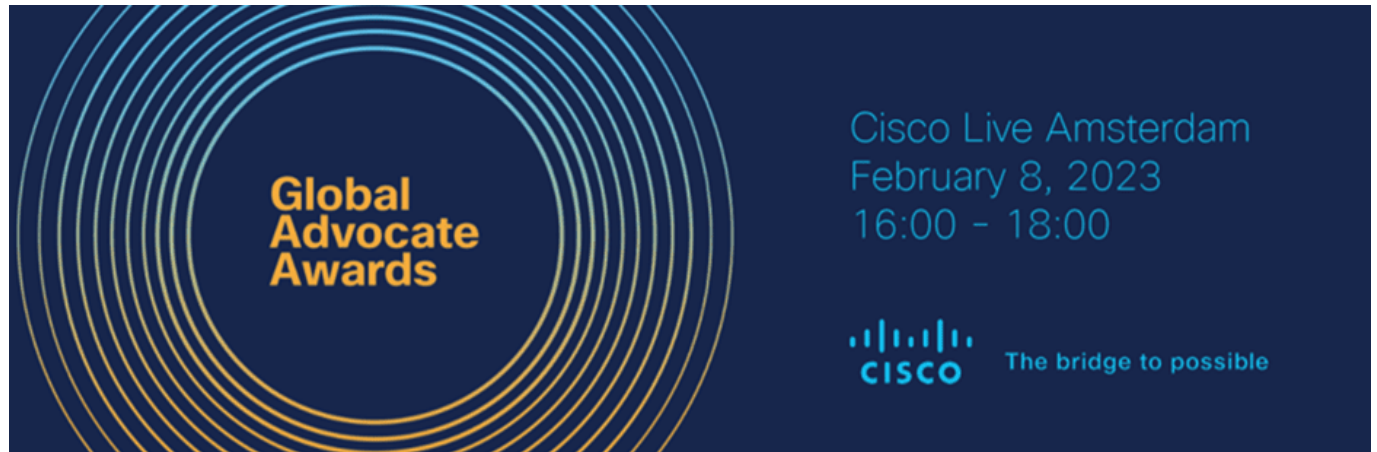
Celebrating our customer advocates.

Global Advocate Awards recognize top customers across EMEA!

Our team is excited to bring back the **Cisco Global Advocate Awards** for 2023! Now in its third year, this program celebrates Cisco's customer advocates who go above and beyond in demonstrating thought leadership and supporting Cisco through success stories, speaking engagements, product reviews, and so much more.

We will host three exclusive award celebrations in 2023 that will coincide with Cisco Live conferences in Amsterdam, Las Vegas, and Melbourne. Each regional awards event—EMEA, Americas, and APJC—will recognize top Cisco customers in their respective regions.

We worked closely with an extended team of Cisco advocacy colleagues to roll out our **EMEA-focused event**. The ceremony, held at Cisco Live EMEA in Amsterdam earlier this month, marked a triumphant return to an onsite celebration.



Celebrating excellence in advocacy and innovation.

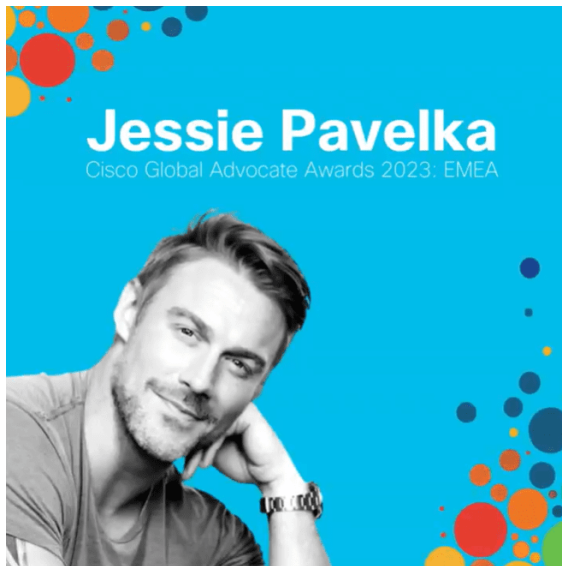
A standing-room crowd of Cisco customers that included a mix of titles from engineers to executives joined Cisco senior leaders from sales, marketing, and CX as we announced **10 winners in 10 categories**.

New this year, our team decided to align several award categories to Cisco's global campaigns since we now have campaign-specific channels in our **Cisco Insider Advocates community**.

Five categories accepted nominations from Cisco marketing and sales colleagues, and five categories accepted nominations from the customer advocates themselves, where they completed applications inside the Cisco Insider Advocates hub.

We received **67 nominations** for our EMEA event and relied on the expertise of **two dozen judges**, a combination of Cisco leaders and external industry experts across technology, marketing, and advocacy sectors. We're grateful for our judges' support in helping us select our worthy winners from a competitive field.

Health and well-being expert, author, coach, and TEDx speaker **Jesse Pavelka** keynoted our ceremony, speaking to the audience about the importance of “staying well to perform at your best.”



And, many of our customers recognized “Gadget Girl” **Ella Williamson**, who returned as our awards host once again. Ella is a popular consumer technology commentator with two decades of experience who has appeared on television and radio, and in newspapers and magazines. Ella last hosted our Global Advocate Awards at Cisco Live EMEA in Barcelona in 2020.

All shortlisted nominees received a “surprise and delight” gift box through the mail that included a Global Advocate Awards 2023 champagne flute and additional travel-themed gifts that celebrate a return to in-person events. Our 10 winners also received personally engraved crystal plaques onsite.



Advocate Awards Categories 2023

Use case-focused Advocate self-nominated	Acts of advocacy Cisco-nominated
Hybrid Work Hero	EMEA Advocate of the Year
Unified Experiences Trailblazer	EMEA Executive Advocate of the Year
Reimagine Applications Visionary	Industry Excellence Award (Public and private sector)
Cybersecurity Defender of the Year	Excellence in Storytelling
Innovation Champion	CX Ambassador of the Year

Blog highlights.

Read what **EMEA Customer Advocate of the Year winner**, Joacim Wicander, appreciated about his Cisco Live experience [in his blog](#) that is featured on the Conscia Sweden website.



Learn more about each of our customer winners in the EMEA region [in this blog](#) from Cisco Vice President, Emma Roffey.

Congratulations to our winners!

And now let's find out who the winners are from the Cisco Global Advocate Awards 2023: EMEA event:

EMEA Customer Advocate of the Year

Our award for EMEA Customer Advocate of the Year went to Joacim Wicander with Conscia Sweden AB! Joacim has been in our advocacy community since 2017, and we're grateful for the support he's shown throughout the years as he helps mentor other customers inside the community, shares best practices, and joins us in social promotion, blogs, video, and even in [conversations](#) with the industry influencer, Bill Klayman. Learn more about Joacim and his work with Cisco [here](#).

Congratulations to our shortlisted nominees:

- John Pell with ServiceNow
- Marcel Janecek with Syntax Systems GmbH
- Simon Watkins with Prosperity 24/7
- Damian Erni with Swisscom (Schweiz) AG



EMEA Executive Advocate of the Year

Congratulations to Enric Cuixeres with Leng d'Or, who was named EMEA Executive Advocate of the Year! This category is new this year and is targeted to Cisco's executive customers. Enric participates with Cisco in webinars and will speak at upcoming conferences. Learn more about Enric and his work with Cisco [here](#).

Congratulations to our shortlisted nominees:

- Rachel Higham with WPP
- Jon Townsend with National Trust
- Chris Perry with Police Scotland
- Cayetano Carbajo with Telefonica

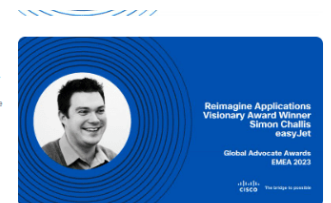


Reimagine Applications Visionary

Simon Challis with easyJet PLC was named our Reimagine Applications Visionary! Though Simon shared that he is relatively new to the Cisco Insider Advocates community, what impressed our judges is how quickly and enthusiastically he embraced advocacy opportunities. Simon recently recorded both an internal and external [success story](#) for Cisco ThousandEyes. He is also engaging with Cisco's product teams to provide feedback, as well as what new Cisco services would be of interest to his company.

Congratulations to our shortlisted nominee:

- Damian Erni with Swisscom (Schweiz) AG



Innovation Champion

Congratulations to Damian Erni with Swisscom (Schweiz) AG, who was named our Innovation Champion! Damian impressed the judges with how he leads multiple initiatives in enabling his company's sales, architects, and engineering colleagues in the deployment of Cisco solutions. This ranges from technology updates, to closed expert groups, to participating in roadshows and internal information streams. Damian also shared with us that he enjoys creating and sharing LinkedIn posts around Cisco topics.

Congratulations to our shortlisted nominees:

- Martin Saunders with Highlight
- Simon Watkins with Prosperity 24/7



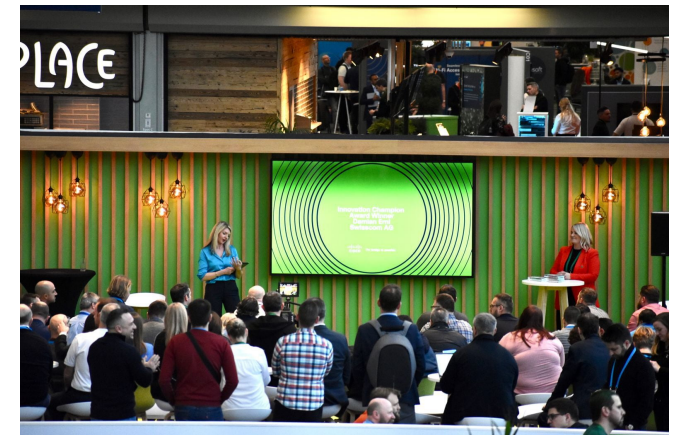
Cybersecurity Defender of the Year

Our award for Cybersecurity Defender of the Year goes to Luigi Vassallo with Sara Assicurazioni! Luigi has been a member of the Cisco Insider Advocates community since 2018. Luigi is also a member of Cisco's "League of Cybersecurity Heroes" and has been a featured speaker, sharing his expertise around cybersecurity and working with Cisco's Security solutions. Learn more about Luigi's work with Cisco [here](#).

Congratulations to our shortlisted nominees:

- Alessandro Braga with Talent Garden
- Mark Healey with South Yorkshire Police
- Diego Zengin with Grupo Cosentino
- Christoffer Vargtass Halltensen with Norwegian University of Science and Technology





Global Advocate Awards 2023: EMEA

- **10** award categories
- **67** nominations
- **44** shortlisted nominees
- **10** winners
- **24** judges (Cisco and industry)

Value to our advocates:

- **Mobilize** and reward top advocates
- Industry **exposure**
- Position advocates for **career growth**

Value to Cisco:

- Drive **account penetration and adoption** across key accounts
- Spread **awareness** for Cisco's portfolio and successful deployments
- **Source** new customer success **stories**



Conscia Sverige

2,047 followers

1d • 🌐

+ Follow

We are exceptionally proud of our colleague [Joacim Wicander](#) - Cisco EMEA Customer Advocate of the Year 2023! "Jocke" is a true Datacenter Guru that goes above and beyond: <https://lnkd.in/dqXtAeTr> Joining Conscia Sweden in 2017, already a CCIE with 17 years of experience, Joacim became Conscia Consultant of the Year 2018. Apart from stellar customer service, solutions and educating his colleagues, Joacim has since authored whitepapers and provided reports from Cisco Live EMEA during at least three years, with a fourth due shortly. Joacim has also contributed to industry media as well as to Cisco Insider.

Way To Go Jocke!

ref: <https://lnkd.in/dv577hva>

#Conscia #NetworkofKnowledge #Ciscoliveemea #influencer #Legoengineer



👍👍👍 Jessica Highsmith and 138 others

31 comments • 5 reposts



John Pell • 1st

Advisory Solution Consultant at ServiceNow

1d • Edited • 🌐

So after 5 days, 2 speaking engagements, winning an award, an impromptu visit to [ServiceNow](#) Amsterdam office to catch up with my colleague [Joost van Poppel](#), hearing from the fantastic Pierluigi Collina, a 100k steps and a few Heinekens later, [#ciscoliveemea](#) is over for another year!

It was such a great feeling to be back at an in person event with so many technically gifted people, to meet some ex-colleagues and make some strong new connections and friendships.

Thank you to [Jyrki Halonen](#), [Damian Erni](#), [Marcel Janecek](#) and Benjamin Bubbers for being fantastic co-panelist's on Thursday, and to [Mariley Reinoso Olivera](#) and [Giray Ant Gozkaya](#) for expertly guiding us through the session!

Thanks to all of the Cisco Insider and CX Community team that made me feel so welcome this week, it was great spending time with you all. [Nicholas D'Amato](#) [Mirela Zalac](#) [Valerio Battelli](#) [Jessica Highsmith](#) [Zarina Pasalic](#) [Janne Hansen](#) [Diana Marques](#) [Maria Bonifácio](#) [Lopes Rashik Rahman](#)

Now to relax!



Felix Thielmann · 2nd
Program Lead Manager - DB Regio AG
1w · 🌐

[+ Follow](#) ...

so, yesterday this happened...

I am incredibly honored to have been elected for the Industry Excellence Award by Cisco Insider of Cisco.

Much more importantly: This belongs to all the great people around the #medibus, who kept the wheels going. You know who you are...!

#CiscoGlobalAdvocateAward

#CiscoLiveEMEA

#dbstrasse

#TechForGood, #HealsOnWheels, #TeamWorkMakesTheDreamWork,

#MobileInfrastructure

#HelpUkraine

Arndt Hecker

Frank Klingenhöfer, Mirko Bass, Guy Diedrich, Chris Reeves, Alexia Crossman, Andreas Neuwirth, geertjan rebel, Peter Junginger, Bernd Wölfel



It was exciting to see the Medibus team onsite and board one of their innovative busses! The Medibus team won our "Industry Excellence Award" at the Global Advocate Awards.





Martin Saunders @martinsaunders_ · Feb 5

Thanks again Cisco Insider for the very cosy travel kit, looking forward to [#ciscoliveemea](#) and [#CiscoGlobalAdvocateAwards](#)



3



5

585



Enric Cuixeres · 1st
Head Of Information Technology en Leng-d'Or
21h · 🌐

I am flattered to have been awarded the EMEA Executive Advocate of the Year Award at @Cisco's 2023 [#CiscoGlobalAdvocateAwards](#). Congratulations to all the winners and nominees.

Thanks to all for your support.

A special thank you to my [Leng-d'Or](#) colleagues and specially to my IT team for your hard work and trust.

[Sonia García](#) [Mohamed Buïsalman](#) [Jose González Vázquez](#)

event link 📌

<https://lnkd.in/eKbZasUp>



👍❤️ You and 97 others

21 comments · 2 reposts

Congratulations to our winners in the EMEA region, and to all of our shortlisted nominees! We applaud each of them for their passion, innovation, and support for Cisco's advocacy initiatives.

We're already planning our next awards event that will celebrate customer advocates in the Americas region at Cisco Live US in Las Vegas.

Stay tuned!



Next up: Global Advocate Awards 2023: Americas.

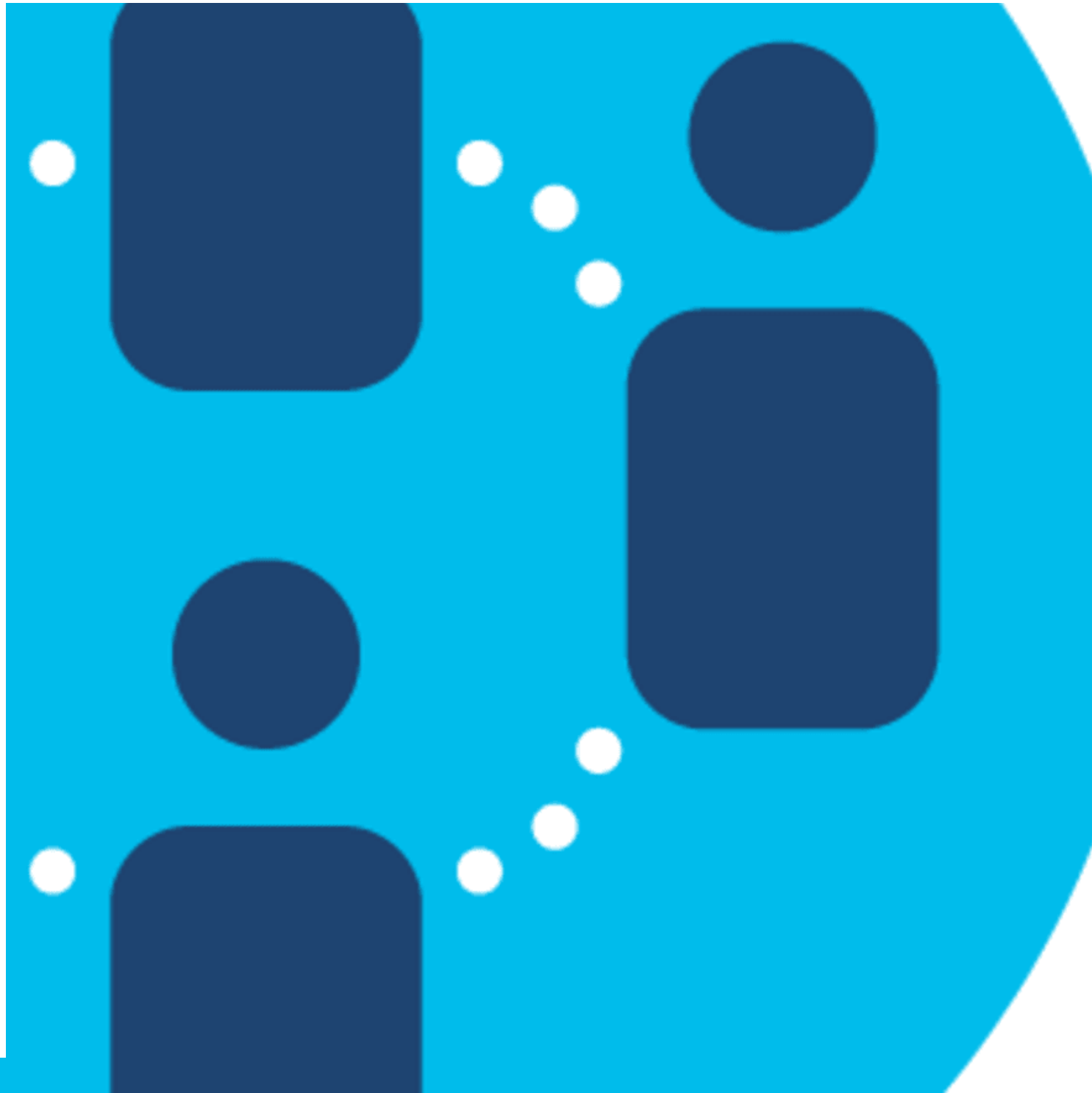
The Global Advocate Awards program does more than just recognize and thank our valued customer advocates—although that is reason enough to host these awards. The program also helps Cisco teams identify use cases to grow a pipeline of potential success stories that are aligned to Cisco's global campaigns.

The Global Advocate Awards 2023: EMEA event is in the books, but our team is already planning our next celebration of advocacy excellence and innovation. We'll be kicking off workstreams with our Cisco advocacy teammates in the Americas region this spring, as we prepare for another exciting ceremony at Cisco Live US in Las Vegas in June!

For a look back at our list of our winners from EMEA, visit the Global Advocate Awards [landing page](#).

Engage

Facilitating 1:1 connection.



“All in” in Amsterdam.

Colleagues from our Global Advocacy team were onsite to welcome customers and partners to [Cisco Live EMEA 2023](#) in Amsterdam.

In addition to helping attendees maximize their Cisco Live networking and learning opportunities, we partnered with teams to highlight customers through a series of **customer panel sessions**.

The panel sessions featured a number of advocates from our Cisco Insider Advocates community—with several panelists also being shortlisted for our Global Advocate Awards.



Cisco Live Mobile App



Cisco Insider is your central hub to network with other Cisco customers, learn from industry experts, and share feedback that fuels change. Explore the Cisco Insider booth in The Hub to discover all the ways you can get involved as a Cisco Insider.

Follow [@CiscoInsider](#) on Twitter to learn more.

Customer Spotlight Panel Sessions

Don't forget to check out the exclusive Customer Spotlight Panel sessions happening in the Cisco Insider Advocacy theater all week. Sit back, relax and enjoy listening to your industry peers as they share their tech success stories, insights and best practices.

Check the [Session Catalog](#) for the latest session info.

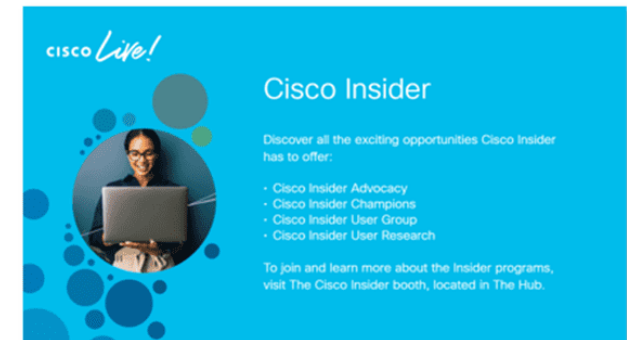
[Find Cisco Insider on the map](#)

Amplifying Cisco Insider.

We worked with Cisco Insider teams to amplify the programs under the Cisco Insider umbrella through a variety of **digital program insertions, mobile app messaging, onsite signage, and social media** to help drive customer recruitment.



Digital Ads (2 looping, per day)





Cisco Insider

Cisco Insider is your central hub to connect with Cisco enthusiasts about topics that matter to you most. Here you'll discover opportunities to expand your network, learn alongside top experts in your field, and share feedback that fuels change.

Stop by the Cisco Insider booth to unwind in-between sessions and learn more about our Insider programs:

- **Cisco Insider Advocacy:** build meaningful connections, elevate your professional profile, and earn exclusive rewards through one of our Advocacy programs: Cisco Insider Advocates, Cisco Insider Executives, or Cisco Meraki Insiders.
- **Cisco Insider Champions:** share your passion for technology and engage with Cisco experts and a peer group of customers, partners and other technical influencers.
- **Cisco Insider User Group:** engage directly with product teams through private community forums and attend exclusive product roadmap sessions around Cisco technologies
- **Cisco Insider User Research:** influence the processes, experiences, and products we build by participating in research opportunities that are most important to your role, the products you own, and your business.



 **Damian Erni** • 2nd
Network and Security Solutions Expert | Product Manager | Partn... [Connect](#)
1d • Edited • 

It was a great pleasure to talk about #CiscoCX and the #CiscoInsiderAdvocates program, together with my fellow colleagues and rockstars [Jyrki Halonen](#), [John P.](#), Benjamin Bubbers and [Marcel Janecek](#).
...see more



 **Cisco Insider**
@CiscoInsider

Our #CiscoInsiderAdvocates and #CiscoChampions had the best seats in the house at the opening keynote! ✨

Check out [@Dota81](#) interviewing with [@robboyd!](#) 🎤🌞

8:12 AM · Feb 7, 2023 from Amsterdam, The Netherlands · **556** Views

1 Retweet 14 Likes



CISCO *Live!* EMEA

CUSTOMER SPEAKING SESSIONS

- 6 Customer spotlight panels delivered
- 14 Customer success stories supported



CIA

- 200 New recruits (onsite & digital)
- 4,253 Challenges completed
- 1,658 Acts of Advocacy
- 775 Engaged advocates
- 22 Rockstars onsite
- 3 Rockstars sent to Cisco Live

CIE

- 13 New recruits (3 CTOs, 3 CIOs)
- 53 Senior customers at Executive Symposium
- Member John Townsend featured on panel
- 20 New members in the CIE TeamSpace
- 4 VIP Tours with 12 attendees



CONTENT CREATION

- 3 Road to Cisco Live blogs in the pipeline
- 18 Upshots recorded

AWARDS

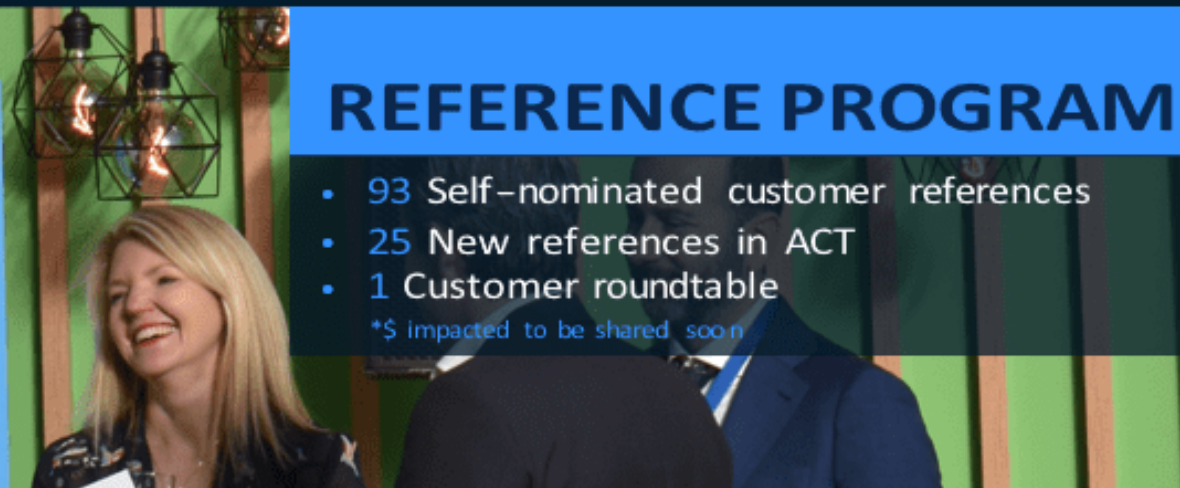
- 1,812 Awards challenges completed
- 291 Advocates engaged
- 96 Awards social media activities
- 34 Nominations
- 32 VIP packages delivered
- 10 Award winners



REFERENCE PROGRAM

- 93 Self-nominated customer references
- 25 New references in ACT
- 1 Customer roundtable

*\$ impacted to be shared soon





Cisco Live EMEA 2023 Key Social Metrics

30K+

Total Account Impressions

1.4K

Total Account Engagements

126

Total New Followers

4.5K+

Instagram Reel Views

90

Total Posts & Stories Published

16K+

Awards Campaign LinkedIn Impressions

Cisco Insider Social Content

Content Overview

OVERVIEW

Leveraged social platforms to capture various events, programs, and Cisco Insider presence onsite

HIGHLIGHTS

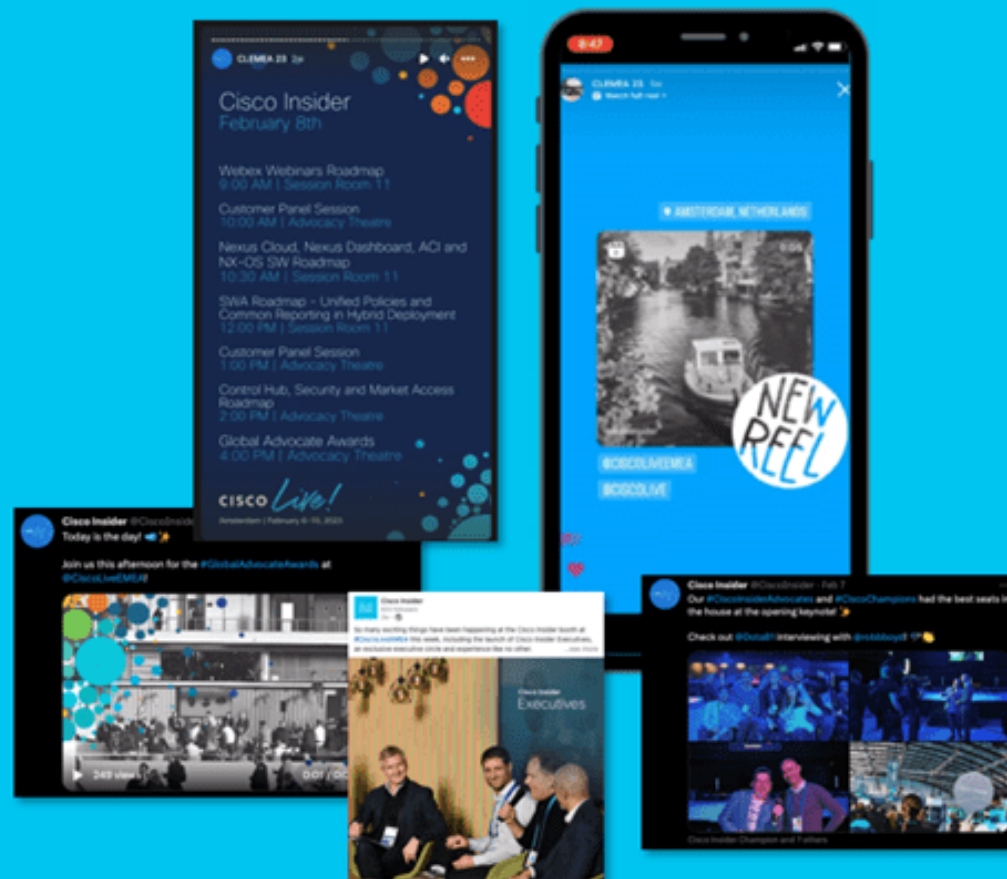
- Channels highlighted a holistic view of Cisco Insider, representing Advocacy, Champions, User Group, and User Research activities onsite
- This content included briefings, giveaways, sessions, general information and recruitment content for all program tracks
- Daily Instagram story and post highlighting all events taking place in the Insider space

CONTENT RESULTS

- Instagram Stories: 55
- Instagram Posts: 8
- Twitter Posts: 19
- LinkedIn Posts: 7

KEY INITIATIVES COVERED

- Cisco Insider Advocates: Customer Panel Sessions, Global Advocate Awards, recruitment, and general content
- Cisco Champions: Events taking place in booth & general content
- Cisco Insider User Group: daily briefings & general content
- Cisco Insider User Research: General information, giveaway content, various research studies taking place on-site



Cisco Insider Social Highlights

Driving account growth & engagement

OVERVIEW

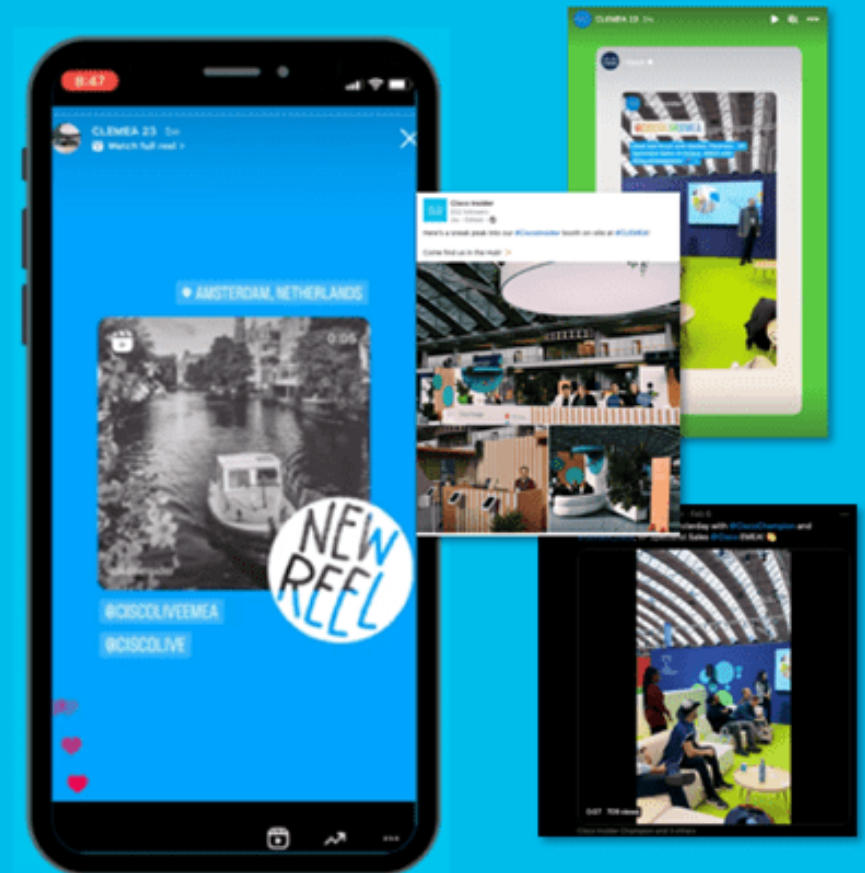
Successful Cisco Live 2023: EMEA social campaign highlighted a holistic view of Cisco Insider; Social campaign drove program awareness, engagement, and account growth

Social Highlights

- Live event content drove great engagement and awareness for Cisco Insider's presence on-site
- Instagram was leveraged as the main platform for live content through the use of stories
- Leveraged each of Cisco Insider's platforms to engage with audience throughout the week of Cisco Live
- Successful collaboration and social activation; Giveaway with Cisco Press
- Content amplified by Cisco corporate channels & Sprinklr advocacy dashboard

RESULTS

- Engagement: 1.4K+ engagements across all accounts
- Following: 3.6% increase in average followers across all accounts
- Impressions: 30K+ total account impressions
- Reel Performance: 4.5K+ total Instagram reel views



Cisco Insider Social: Customer Panel Sessions

Content Overview

OVERVIEW

Leveraged social platforms to capture various events, programs, and Cisco Insider presence onsite

Pre-event Content

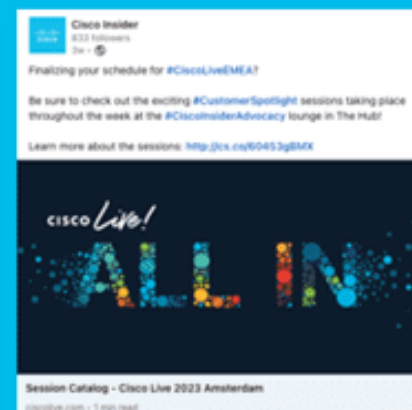
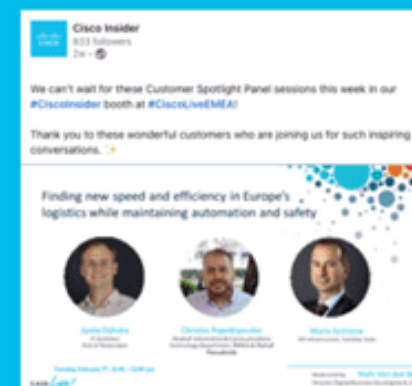
- 2 posts providing information around the sessions and information on how to attend

Live Event Content

- 8 Live Instagram Stories highlighting sessions
- Details of sessions included in daily Insider event schedule story
- 1 Twitter post highlighting session
- 2 LinkedIn posts during Cisco Live highlighting individual sessions

Post Event Content

- LinkedIn & Twitter posts highlighting panel sessions and thanking customers



Cisco Insider Executives launches.

It was a busy week for our Global Advocacy teammates in Amsterdam! Between reconnecting with customers and partners, recruiting new advocates into our Cisco Insider Advocates community, and celebrating our top customers in the EMEA region at our Global Advocate Awards ceremony, our team also officially launched **Cisco Insider Executives**.

Cisco Insider Executives serves as an executive concierge experience within Cisco. Our team works with senior Cisco executives and subject matter experts globally to facilitate peer-to-peer networking and thought leadership opportunities, providing Cisco Insider Executive members with:

- **Exclusive experiences and networking roundtables**
- **Technology thought leadership and industry innovations**
- **Access to exclusive Cisco insights and executives**
- **High-profile speaking opportunities**



As part of the launch in Amsterdam, the team announced the **EMEA Executive Advocate of the Year award** at the Global Advocate Awards, and facilitated an expert-led panel focusing on wellbeing for leaders and the future of work at the Executive Symposium event.

More than **50** customers attended, enjoying the curated schedule of thought-leadership content from industry experts and networking with their peers. We recruited **30** new members into Cisco Insider Executives on-site.



If you'd like to learn more about Cisco Insider Executives, and how you can get one of your executive Cisco customers involved, contact [Charlotte Ryan](#) and [Robyn Brunskill](#). You can also learn more [here](#).

Accolades

Recognition for our advocacy vision.



“BAMMIE” Best.

Now in its 9th year, the BAMMIE (Best Advocate Marketing) Awards recognize outstanding customer advocacy and employee advocacy programs, along with the professionals who run them. **Cisco’s Global Advocacy team** was honored, once again, to take home a BAMMIE this past December!



Our team won **Gold** in the category “**Biggest Impact on Marketing**” for 2022.

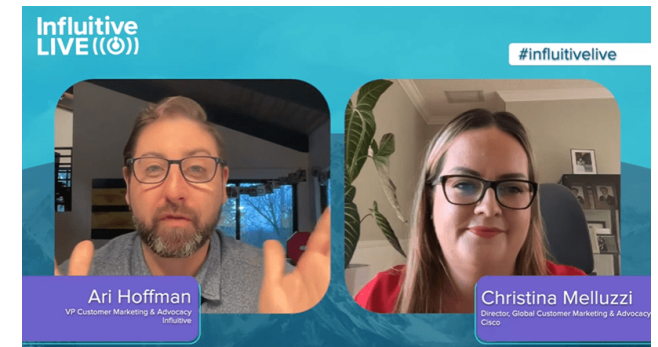
Influitive’s Vice President of Customer Marketing and Advocacy Ari Hoffman noted that, to date, **Cisco has won more BAMMIE awards** than any other company.

*This most recent award from Influitive takes a place of honor among the **8 industry awards** our team has won over the last 4 years, including awards from:*

- American Business Awards
- B2B Marketing
- Forrester

Read more about our BAMMIE win for Biggest Impact on Marketing in [this blog](#), or turn the page to see what Influitive highlighted about us in their awards ebook.

Even better, listen to Ari and Cristina discuss the overall strategy and results of Cisco’s global advocacy practice in this [brief chat](#) that was featured in the “**Influitive Live**” digital conference, held in January of this year.



BIGGEST IMPACT ON MARKETING



Cisco Insider
Advocates

Cisco's Global Advocacy team focused on three key pillars in 2022: reconnecting, rebranding, and recruiting.



We have some of the most loyal customers in the industry, with their reference activity helping drive Cisco's business results. It's essential that we recognize and reward their passion and commitment to Cisco by bringing them ongoing personal and professional growth opportunities and experiences. We were finally able to welcome our customers to an onsite experience once again at Cisco Live in 2022, where we reconnected and shared genuine moments that can only come from being with each other in person.



Cristina Melluzzi

Director of Global Customer Marketing & Advocacy

[Watch Cristina's Extended Interview](#)

They did this while supporting key global marketing campaigns, overseeing the company's reference program, supporting the company's flagship conference, Cisco Live, and continuing their blog series that highlights their top customer advocates from the Cisco Insider Advocates program.

METHODS

- Recruited new advocates and reconnected with established "Rockstar" advocates through a unique VIP experience when Cisco Live resumed an onsite presence in 2022
- Partnered with Cisco's regional marketing teams to support four key global marketing campaigns by sourcing customer stories and webinar speakers
- Overhauled internal SharePoint site to convert it into a resources-led hub that increased asset discoverability for sales and marketing teams
- Elevated Cisco's top customer advocates ("Rockstars") through a blogging series that is published on Cisco.com and shared across social media

IMPACT

- Recruited **2,723** new customer advocates in 2022
- **24,000+** acts of advocacy completed for two global campaign channels
- **740** customers attended Cisco campaign webinars
- At Cisco Live Vegas in 2022, customer advocates completed **3,941** acts of advocacy, and the Global Advocacy team filmed **20+** video testimonials
- **8** Customer Spotlight blogs published with Rockstar advocates in 2022

Global Advocacy colleagues named to CMA Top100 list for 2023.

Congratulations to several Cisco teammates who were recently named to the **Top100 CMA** list for 2023! [See the full list](#) and learn more about the methodology and judging.



The list, compiled by Base, **celebrates influencers and strategists** working in Customer Marketing and Advocacy (CMA) roles. We're honored that **6 of our colleagues** were recognized, including:

Cristina Melluzzi



Kaitlin Ross



Valerio Battelli



Ann Kelly



Cristina Errico



Cate Vanasse



We also want to congratulate several of our **valued partners** who also made the list.



Ari Hoffman

VP of Customer Marketing & Advocacy at Influitive



Dan McCall

Chief Executive Officer at Influitive



Amy Bills

VP, Principal Analyst, Customer Engagement Strategies, Forrester



Liz Richardson

Co-Founder and CRO at Captivate Collective



Robin Hamilton

CEO of inEvidence - Customer Storytellers



Collaborate

The power of partnering.



Quarterly highlights from our extended advocacy teams.

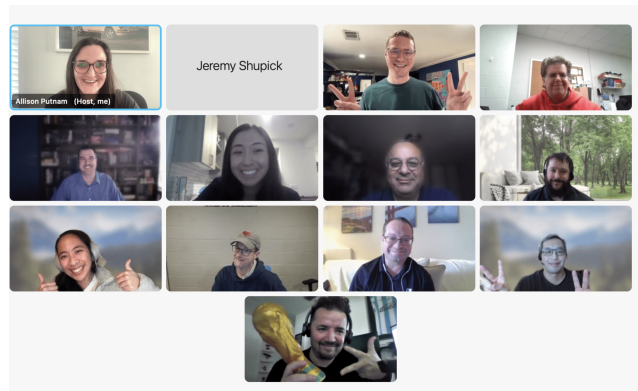
The Global Advocacy team works with regional counterparts across the **Americas, EMEA,** and **APJC** to execute an award-winning global advocacy program that is powered by community engagement, advocate-led storytelling, onsite and digital events, and much more.



Contact [Preston Ritter](#) to learn more about advocacy initiatives in the Americas region and opportunities to partner with us.

Rockstar roundtable.

The Americas Customer Marketing team hosted a **Rockstar Advocates-exclusive roundtable** to collect feedback on three areas: Cisco Insider Advocates, company purchasing decisions, and Cisco's positioning in the applications marketplace.



Nine Rockstars joined us during the session, and we received great feedback:

- One differentiator between Cisco Insider Advocates and other advocacy programs Rockstars participate within is that Cisco provides a lot more daily content and is much more active. Advocates shared how they can log on daily and learn something new.
- Rockstars mentioned that when making purchasing decisions, they emphasized the importance of hearing from a company of a similar size to see how the technology works for them.
- When asked how Cisco can become a more well-known partner for application software, we heard that more integrations and licensing with existing technologies could assist in getting the foot in the door. For instance, an advocate's company adopted ThousandEyes only after it was integrated into the switch and included in the DNA pricing.

"Race to the Stars" contest.

To incentivize New and Rising Star Advocates to level up to Star Advocates and drive "acts of advocacy," the Americas Customer Marketing team held a *Race to the Stars* contest. Participating

advocates were given three months to achieve the rank of Star Advocates in order to be entered into a raffle to win Cisco Headset 730s.

- 6 achieved Star Advocate status
- 4 additional advocates were surprised and delighted with headsets for their active participation in the contest

Contact [Ada Ho](#) to learn more about advocacy initiatives in the APJC region and opportunities to partner with us.

Cisco Live APJC 2022.

Cisco Live APJC took place in Melbourne from December 6-9, 2022, and we were excited to welcome our customers back to an onsite event (in addition to digital participation)!

The APJC Customer Marketing team partnered with the Global Advocacy team on onsite activities for our customers. See a roundup of our highlights [here](#).



University unites students onto a single, secure network in Fiji.

Learn how Cisco's hybrid work solutions enable **The University of South Pacific** to connect 2000 remote islands and 12 countries to accelerate student learning and help make dreams come true.

- Watch [here](#).



Reference Requests

Q2 FY23 "ACTivity"



ACT platform launches “second act.”

Exciting news!

ACT, Cisco’s platform that globally tracks customer advocacy activities across the company and centralizes customer references and content, is introducing improved functionality.

The soft launch of **ACT II** began on **March 6**. Users from across Cisco's marketing and sales organizations will benefit from:

- **more intuitive navigation**
- **simpler reference and task management**
- **improved reporting**

We summarized what to expect [in this deck](#).

Beta testing.

We kicked off usability testing on February 21. On February 27, beta testers met to share their experiences with the new platform.

Thank you to everyone who participated! Your feedback will help us propose additional enhancements.

We encourage all ACT users to continue testing the tool. There will be another opportunity to share your reviews the week of March 20. Email us at references@cisco.com if you'd like to join the conversation.

Please reach out to [Maggie Knowlton](#) with any questions, or email references@cisco.com.



Welcome to...

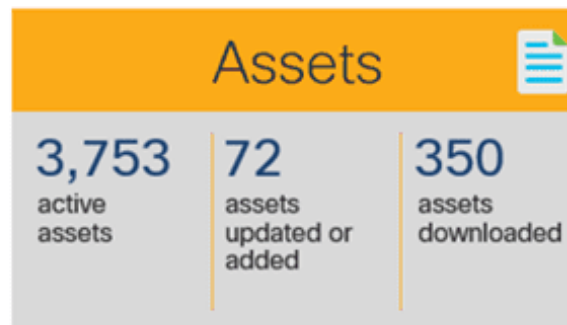
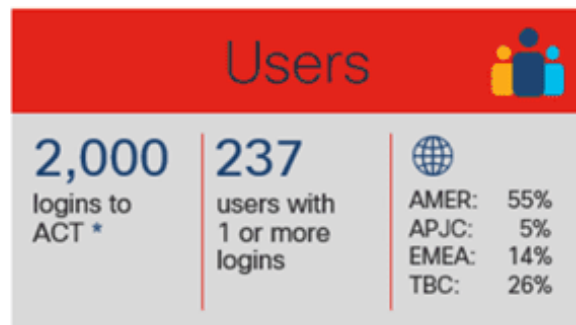
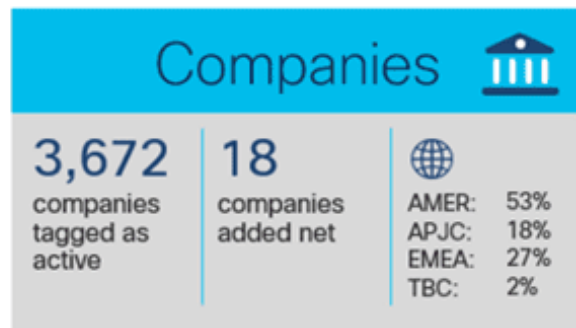


Powered by  quickbase

Benefits include:

- Search and update references easily
- Manage tasks in one dashboard
- Easily identify who is managing a reference
- Custom reports & dashboards for BE's & Regions
- Available to all Regions & BE's, regardless of SFDC instance
- Simpler forms for Sellers to request and nominate references

Q2 FY23 ACTivity



* Estimated during ACT transition.

** Value likely to increase over time.

The biggest in Q2...

Types of
reference
requests

Phone
Call

Name
Drop

1: Many
Calls

CAB

Customer Content

Sales
Verified

Biggest sales
requests

Wells Fargo and Company	\$5.4M	5 - Closed Cancel	Americas	Financial Services	Enterprise
Abelson Taylor Security	\$.025M	5 - Closed Won	Americas	Media/Entertainment	Enterprise
Radford University	\$ TBD	1 - Prospect	Americas	Education	Commercial

Most-used
content

Cisco Live 21 Customer Montage	Video	Americas	Various	Various
City of Peachtree Corners	Summary Slide	Americas	Government	Public Sector
Abdon Food	Testimonial	EMEA	Manufacturing	Small Business

Cisco Insider Advocates Scorecard

Q2 FY23 global advocate performance.



Cisco Insider Advocates Scorecard Q2 FY23



Customers are classified as Cisco customers who have registered for Cisco Insider Advocates.

Advocates are those who have completed an engagement with us.

* Percentage of advocates who engaged with us this quarter.

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Thank you!

