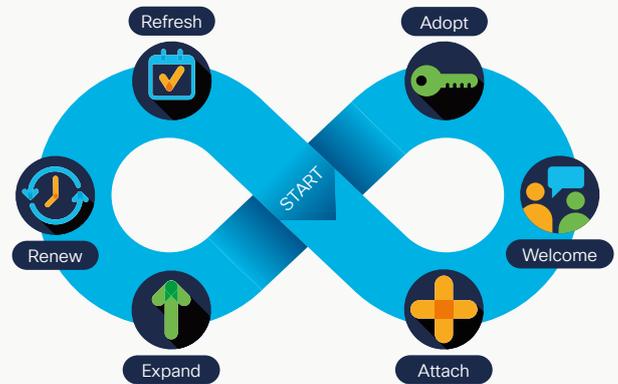## About Cisco Lifecycle Advantage

What is Lifecycle Advantage?

Lifecycle Advantage is a partner managed digital engagement program that helps partners grow customer relationships and maximize recurring revenue with an automated series of co-branded emails.

We create and deliver the emails; you select which customers receive them, and retain exclusive control of your customer data. By accelerating adoption, simplifying renewals and facilitating upsells, Lifecycle Advantage helps you meet your numbers and grow your business, while digitally nurturing a positive experience for your customers.

What are the different stages in the Lifecycle Advantage journey?

Attach:
Reminds customers who have recently purchased Cisco equipment of the value of attaching Cisco Services.

Welcome:
Kicks off the digital communication by explaining benefits and providing resources such as a getting started checklist and technical support service user guide.

Adopt:
Helps customers see value in their recent investment by promoting usage and sharing information about benefits, best practices, and tips/tricks.

Expand:
Demonstrates commitment to a customer's business objectives by suggesting complementary solutions designed to improve network performance.

Renew:
The Renew journey informs customers about their service contracts and software license expiration dates through co-branded digital engagements. Thanks to our **Risk Score model**, you will receive insights into which contracts are most at risk of not renewing and, with the assistance of the **Commerce Automation** feature, the Renew journey also give customers the ability to edit their quotes online and notify you of their intent to purchase.

Refresh:
Uses information on products approaching last day of support (LDOS) to help customers migrate to new technology.
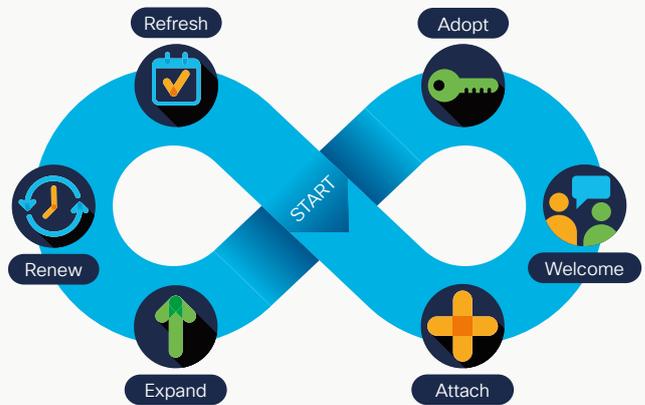
Co-branding content specifications

What are the requirements for the logo image?

The company logo should meet the following requirements:

- Full color
- PNG or JPG format
- Maximum size of 5MB (Preferred logo size 130*65)

What are the requirements for the brand value statement?

Please provide a value statement that is 1500 characters or less (including spaces).

Customer journey selection

Do I need to participate in all of the LCA journeys?

No. You can select which journeys to participate in and can make changes at any time to add, opt in or opt out of any journey.

Email distribution

Can a customer opt out of receiving emails?

Yes. Customer opt outs are managed per Cisco's official **privacy policy**. You can find additional information on how a customer can remove themselves from Cisco emails in the privacy policy section

How many emails will my customers receive from the Lifecycle Advantage program?

The number of monthly emails your customers receive will vary based on the Lifecycle Advantage journeys you choose to participate in. We leverage data and analytics to ensure that we only contact customers with timely, relevant message(s) during the lifecycle journey.

Lifecycle Advantage Platform

How do I review my customer information?

Combining analytics and automation, Lifecycle Advantage provides partners that have signed up for the program access to their customer data through the Lifecycle Advantage Platform. It helps partners keep track of customers and uses predictive analytics to help identify selling opportunities.

Customer request management

How will customer requests be passed to me?

Customers should reach out to you directly using your email address and phone number which will be displayed on the digital engagements. These are the contact details which you supply during registration to the program and can be amended within the LCA platform.

Will I be able to evaluate program performance?

Yes. All typical email campaign metrics will be tracked (sends, bounces, deliveries, opens and clicks) and available to you on a quarterly basis.

Lifecycle Advantage
Frequently Asked Questions

Lifecycle Advantage and GDPR

How are the customer contacts I provide on a monthly basis used by Cisco?

The customer contacts you supply during your opportunity review will be used only as recipients of the LCA notifications and only when the use is authorized by yourselves.

Will my partner provided contacts be shared within Cisco?

No. Contacts provided through the LCA program are not shared internally within Cisco.

Where are my partner provided customer contacts stored?

The customer contact details you provide are stored in our Partner instance of Hadoop. These servers are located in the U.S.
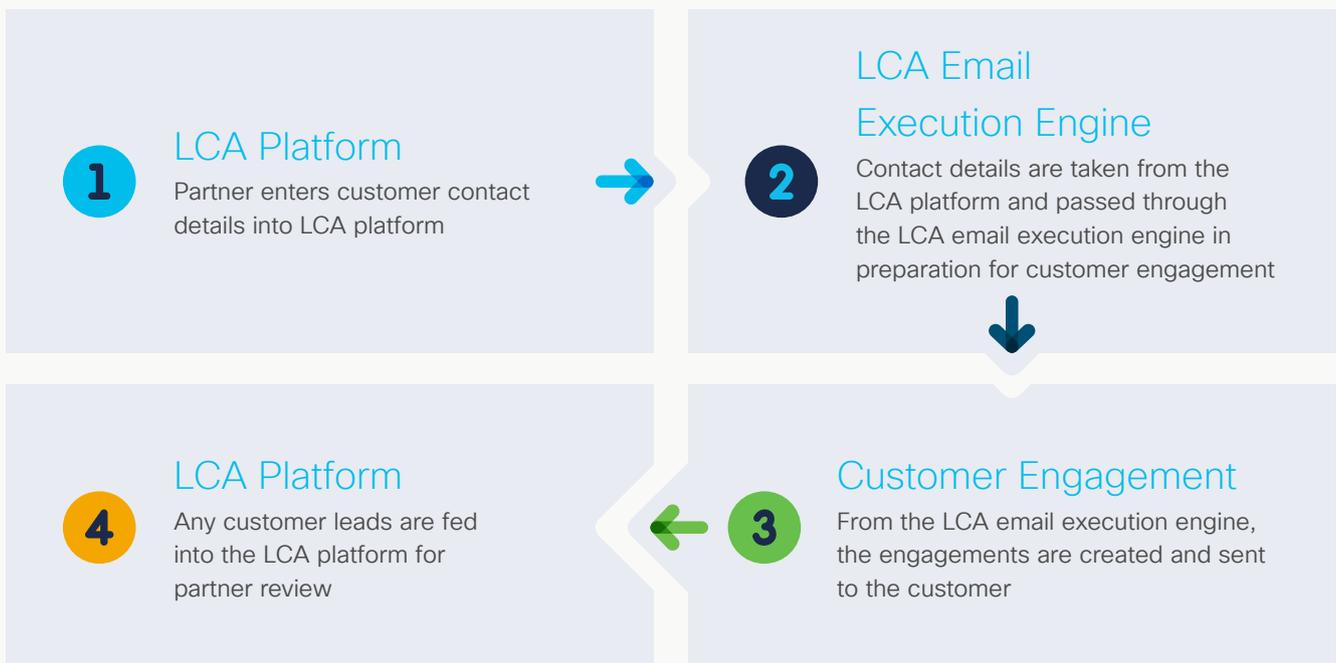
Go to **'Tab Data Transfer'**. ➡

Go to **'Cisco GDPR Readiness Infographic'**. ➡

LCA Partner Provided Contact Process

1 — LCA Platform
Partner enters customer contact details into LCA platform

➡

2 — LCA Email Execution Engine
Contact details are taken from the LCA platform and passed through the LCA email execution engine in preparation for customer engagement

⬇

4 — LCA Platform
Any customer leads are fed into the LCA platform for partner review

⬅

3 — Customer Engagement
From the LCA email execution engine, the engagements are created and sent to the customer

My monthly opportunity contains Cisco suggested contacts, what is the source of the customer contact information Cisco provides?

Customer contacts included in the Lifecycle Advantage program originate in the Cisco marketing database. The Cisco database collects and manages customer information from various internal sources but primarily from Cisco's Marketing Operational Data Store.
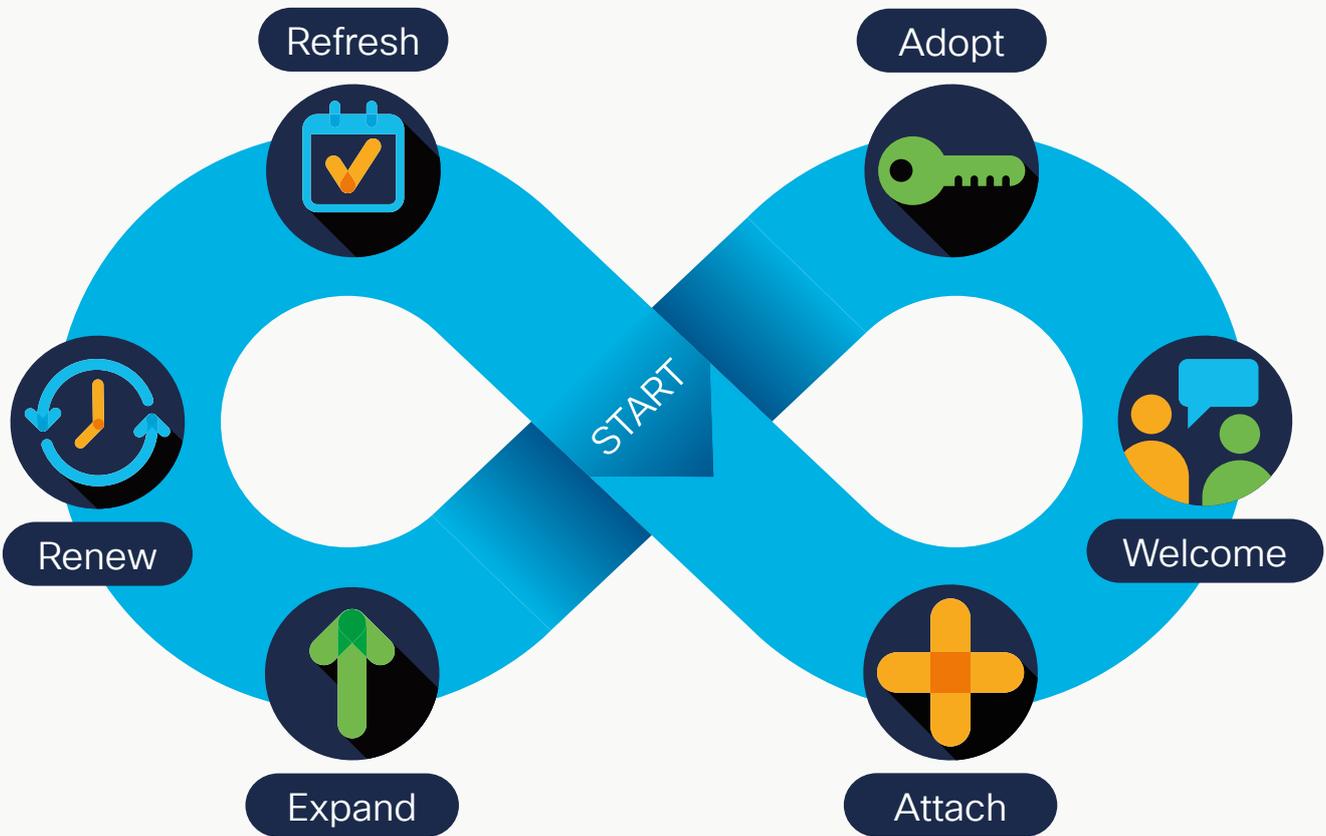
How can I view my specific Data Protection Agreement?

Please email **privacy@cisco.com** requesting a copy of your company's Data Protection Agreement

Lifecycle Advantage
Frequently Asked Questions

CISCO

Refresh

Adopt

Renew

Welcome

START

Expand

Attach

Getting started

If not enrolled in LCA already, please **Sign up** and your Cisco Lifecycle Advantage BDM will be in contact.

Join a Webinar

Register for one of our weekly **webinars** to learn more about the Lifecycle Advantage program.

Additional resources

To learn more about Lifecycle Advantage, visit our **website** or contact your Cisco Lifecycle Advantage BDM through **lifecycle_advantage_emear@external.cisco.com**.