

Global Partner Stories Reference Process



This infographic explains the process for developing different types of success stories.

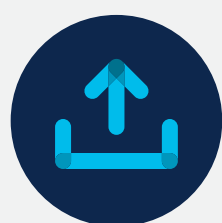


We work with you at every stage with nothing released to the wider world without your final approval.

Stage 1

Identify story

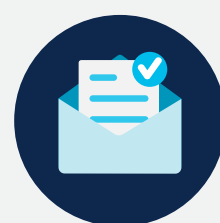
Customers, partners, Cisco sales and internal teams can submit a story identifying the business case, solution provided, Cisco® product(s) used, and outcomes.



Submit your story.



Talk with partner and/or customer to gauge interest and tentative approvals.



If approved, partner/customer contact names and emails are sent to Cisco to begin approval process through DocuSign.

Select content type



We like to tell your story in different ways.

We will consult with you on our recommended content choice.



Stage 2

Stage 3

Produce video



May require additional source funding

Create blog



- 1 Complete agreement via DocuSign
- 2 Writer creates first draft
- 3 Partner/customer reviews and comments
- 4 Final blog published

Final stage

Global partner success story available!

Finalized stories are shared externally via social media and digital platforms. We encourage you to share it in your marketing too.



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