

Owner

Doug

55-years-old

Summary

Doug is the owner of a small-to-medium size Cisco reseller. He does most of the sales and customer relations, and lets his guys do the installs. Most of his customers are SMB, but he has a handful of larger clients, like the local school district.

Spent the early part of his career at a blue-chip telecom/technology company. Worked at a start-up for a few years before starting his own IT services company 15 years ago.

"I need to know what my guys know."

Insights & Product Considerations

- "Big picture" view of product lines: "What's compatible with what? What will save me money in inventory and training?"
- Attracted to product lines that have a good profit margin, meet customer's needs and don't require too much additional time and training for his engineers.
- Likes Cisco because he believes they are superior products with strong engineering. They are the best.

Frustration & Challenges

- Finding solutions that will work for his continually changing SMB customers.
- Figuring out what Cisco products do: "I have an idea but there's so much information, particularly in the SMB space."



Background

- Bachelors in Engineering
- CSE certification. Leaves the design, fine-tuning, installs and troubleshooting to his engineers, but he needs to know enough to fulfill his roles in sales and managing the company

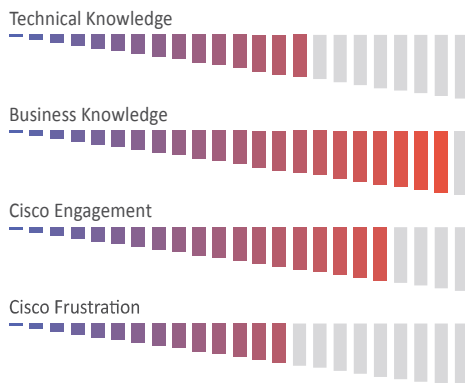
Goals

- Building and maintaining trusting SMB customer relationships
- Staying up to date on latest equipment so he can make purchasing and design policies for his engineers to follow

Cloud

- Has issues around security and how it will fit into his existing, transaction-based, business model: "I don't really like the change, but I know it's coming."

Needs of Cisco



Marketing & Product info

- Wants attractive collateral he can pass on to his customers: "We try to differentiate ourselves from our competition by having thoughtful proposals and designs."
- Wants clear spec sheets that he and his engineers can get through easily.

Technical Support

- Calling up the help desk and getting somebody from Malaysia on the first call, has very broken English, doesn't understand the issue, and has to put me on hold for 10 minutes to find an answer. 90% of the time they can't. Then they escalate the call and eventually he gets somebody back in the US.

- Is more likely to ask Kumar or another senior engineer working for him.

Documentation Needs

- Doesn't interact with any documentation. His only interest in documentation would be things to pass on to clients as sales material.

Cisco contact

"Every hour. I'm on WebEx Connect, which is an IM system that Cisco provides. I talk to 4 or 5 different people every hour. I'm very interactive with them."