

# SMB Partner Conclave 2024

Dear all,

As we wrap up an invigorating SMB Partner Conclave 2024, I want to take a moment to express my heartfelt appreciation to each and every one of you. Your dedication and hard work were the driving forces behind the success of this pivotal event, and it is with immense pride that I reflect on what we have accomplished together.

To our leaders who took time out of their busy schedules to attend and contribute, your presence was not only a source of motivation for the team but also a testament to the collaborative spirit that defines our Cisco culture.

To our Cisco teams: Global SMB Sales, APJC Distribution & SMB, Marketing, Systems Engineering, Distribution, and Channels – your tireless efforts to engage with partners, coordinate with stakeholders, and pull this event together, made it a resounding success. The seamless flow of the event, from the informative sessions to the engaging demos, showcased the talent and professionalism you bring to the table every day.

## Here are some key highlights from the event:

100+

Delegates

88+

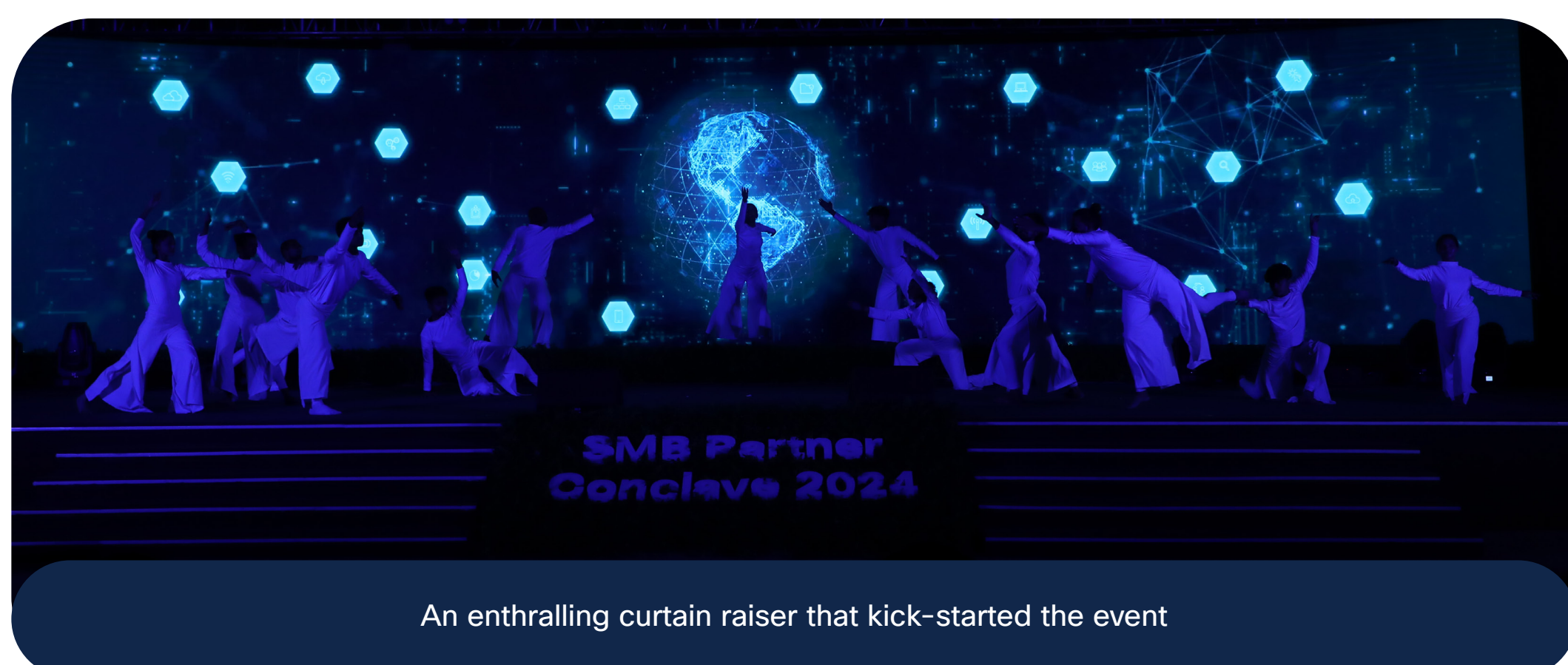
Unique Orgs

4

Focused Sessions

5

Solutions Showcased



An enthralling curtain raiser that kick-started the event



### Welcome address

Shiva Kumar Y, MD, Commercial & SMB, India & SAARC



### Global Perspective and Updates on SMBs

Andrew Sage, Vice President of Global Distribution & SMB Sales, Cisco



### Meraki India Cloud Launch

Daisy Chittilapilly, President, Cisco India & SAARC



### SMB Portfolio and Programs

Roy McLean, Chief Technology Officer, Global SMB Sales | Yun Bai, Director, APJC SMB Development



### Fireside Chat Session on SMB Growth Levers

Kartika Prihadi, Vice President, Partner Sales APJC | Michiko Kamata, Managing Director of APJC Distributor and SMB Sales | Joyce Moy, Vice President, APJC Marketing | Craig Cieplinski, Senior Director, Global SMB Sales | Antonia Dilcheva, Director of SMB Sales Strategy & Operations | Moderated by Shiva Kumar Y



Launch of Cisco on Wheels, an initiative that brings our demos and solutions right to the veins of India.



Solutions displayed at the demo zone



At the Cisco SMB Conclave 2024, we proudly recognized our top-performing 9 partner companies for their outstanding contributions.



Sessions interspersed with performances and entertainment.



### The SMB Family

## Event Feedback



95% attendees rated our sessions as 'Excellent'.



'SMB Portfolio and Programs' was the highest rated session of the evening.



99% attendees rated our demos as 'Excellent'.

A heartfelt thank you to each and every one of you for making this event a resounding success.

Warm regards,

Shiva Kumar Y  
Managing Director  
Commercial and SMB  
Cisco India & SAARC