

Cisco Umbrella Partner Proof of Value (PPoV) Console At-a-glance

Introduction

How do you get your customers to understand the value of an easier, more effective way to protect their users anywhere they access the internet? By showing them Cisco Umbrella! Seeing is believing. Customers are much more likely to purchase Umbrella when they can see for themselves the value Umbrella adds to their security posture.

Easily manage multiple customer trials

Say goodbye to manually tracking and managing multiple customer trials. The Partner Proof of Value (PPoV) cloud-based console makes it easy to provision, manage, and track Umbrella customer trials. Now you can deliver reports directly to customers showing the value of their Umbrella trials from your own multi-org partner console.

With PPoV, you can easily:

- Provision 21-day customer trials for three different Umbrella packages
- Track multiple customer trials from an easy-to-use cloud-based console
- Extend trials for an additional 21 days when needed
- Produce reports to show the customer all of the attacks that have been blocked
- Request access to your customers' trials to help them deploy quicker
- Close more sales!

How can you get access to the PPoV console?

Getting access to a PPoV console is easy! To be eligible, complete one of the following options.

OPTION 1	OPTION 2
Required: <ol style="list-style-type: none"> 1. Cisco Security Specialized Partner 2. Umbrella SE Training + COLT exam Watch all of the SE Pre-Sales Training videos here: cisco.com/go/ciscoumbrella and complete the exam.	Required: <ol style="list-style-type: none"> 1. Cisco Security Specialized Partner 2. Fire Jumper Stage 4 or higher for cloud, web, and email security Find Fire Jumper resources here .
Recommended: Umbrella deployment lab Coming soon dcloud.cisco.com	Recommended: PPoV training video: Watch here: cisco.com/go/ciscoumbrella

Upon completion of Option 1 or Option 2, contact Partner Help at cisco.com/go/ph to get access to PPoV.

What is Cisco Umbrella?

Umbrella is a cloud-delivered secure internet gateway that protects your customers wherever they go – on and off the corporate network. It safeguards them from malware, phishing, ransomware, and inappropriate usage.

Why run Umbrella trials?

- An easy, hands-on way to introduce Umbrella
- Requires no hardware to ship or software to maintain – cloud-delivered with 100% business uptime
- Deploys in <30 minutes and can run on customers' production networks to show real results, instantly
- Demonstrates value by immediately blocking malware, phishing, and command and control callbacks, within minutes
- Proven to shorten the sales cycle and convert to MORE sales, faster!

Tips for handling customer objections to running an Umbrella trial

Concern: I don't have the extra time to deploy and monitor Umbrella.

Response: Actual deployment of Umbrella takes only a few minutes and you can pull reports whenever you need to. Umbrella keeps on working in the background, protecting your network and users.

Concern: I'm worried that changing DNS will break our internet connectivity.

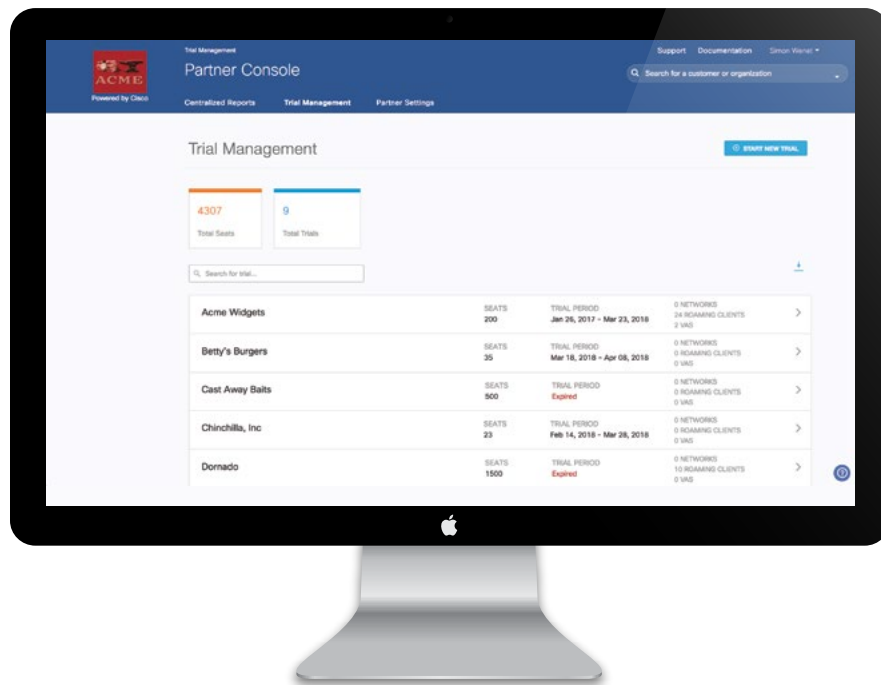
Response: I can understand the importance of maintaining your company's internet connectivity! The actual changeover to Umbrella's DNS is quite painless and we provide industry-leading DNS service to thousands of companies around the world. In fact, the recent Thousand Eyes report shows Umbrella/OpenDNS as one of the fastest DNS providers in the world.

Concern: We have never paid for DNS before. We've always used free DNS services.

Response: Umbrella offers an additional effective layer of security to protect from ransomware, malware, and phishing, for users on or off the network. In addition, it provides a very fast and reliable DNS service.

Concern: What happens to our DNS service if we decide not to purchase Umbrella after the trial?

Response: If you decide not to purchase Umbrella, you can continue to use our Premium DNS ranked #1 in North America by Thousand Eyes* at no charge. However, all security features will be inactive.



Act now!

Take advantage of this new tool to simplify your Umbrella customer trial management. You'll be amazed at how many more deals you will close! You'll find PPOV resources on SalesConnect [here](#).