



CHAMPIONS OF DIVERSITY Newsletter

Fall 2014

FEATURES

Fourth Annual Cisco Partner Operations Diversity Forum at NMSDC

In conjunction with the National Minority Supplier Development Council's annual conference and business opportunity fair, Cisco held its fourth annual Partner Operations Diversity forum in Orlando, Florida on Tuesday, November 4 at the Hilton Orlando.

Cisco Global Supplier Diversity Business Development's focus continues to be the growth of our relationships with our diverse channel partners and being in alignment with Cisco's business priorities. This annual forum connects VARs, DVARs, and distributors with Cisco executives to share and receive focused information with our partner community and show how together we can maximize growth by collaborating. Additionally, our forums are designed to connect our customers with our partners as an opportunity for partners to enhance or find new opportunities with our customers.

The theme of this year's forum was Forecast: Cloud Successes and Opportunities.

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VIVA USA: A Competitive Advantage

VIVA USA, Cisco's new vendor management relationship portal vendor for its Global Supplier Diversity Business Development division, is not new to the field of supplier management solutions. This international firm, established in 1996 with offices in California, the nation's capital, Illinois, and India, is savvy enough to offer specialized and customized services to its clients at the highest levels as *Continued on page 2*

Broward College's First "Shark Tank" Business Competition

Inspired by ABC's hugely popular reality television series for entrepreneurs who pitch their businesses to possible investors, Broward College's department of supplier relations and diversity hosted its first shark tank business competition to a resounding success this past February on its central campus in Davie, Florida. *Continued on page 5*

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VIVA USA: A Competitive Advantage

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its service delivery process incorporates ISO 9001:2008 guidelines, which specify requirements for a quality management system where an organization (1) needs to demonstrate its ability to consistently provide products that meets customer and applicable statutory and regulatory



requirements and (2) aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and the assurance of conformity to customer and applicable statutory and regulatory requirements.

Besides implementing and supporting the management of Cisco's 14-plus-year-old diverse supplier program vendor database so that consistent data quality and customer satisfaction levels remain high with its

stakeholders, VIVA also offers another significant competitive advantage to its corporate and governmentwide customers through its minority- and women-owned business enterprise certifications. These certifications enable customers and system integrators to meet their much-needed diversity objectives without sacrificing quality.

VIVA's core competencies and commitment to excellence in the fields of contingent staffing solutions for IT, software project solutions, systems integration, and performance improvement have garnered it more than 100 customers in the United States and India in multiple industries, including financial services, telecommunications, energy and utility, healthcare, retail and distribution, and automotive manufacturing industries in the local, state, and federal marketplaces.

VIVA's competitive advantage and solid reputation in the IT services industry are further illustrated by its industry and non-industry accolades, awards, and recognition, some of which include:

- 2008, 2010, 2013 and 2014 Top 50 Fastest Growing Asian Business in the nation by USPAACC
- 2011 Manpower Supplier of Excellence Award
- 2011 Inductee in The Chicago Area Entrepreneurship Hall of Fame by

UIC, IL

- 2007 Chicagoland IT Firm of the Year by MEDWEEK (MBDA)
- 2006 CRN Fast Growth 100 Company in U.S.



Who heads up this strategic and value-added vendor? **Vasanthi Ilangovan**, founder, president, and chief executive officer, has tapped into her vast expertise in direct sales and

marketing, contract negotiations, strategy planning, new business tie-ups and diversification, cash flow management, logistics, customer relationship management, and human resources development to make sure that

Viva remains a competitive advantage for its customers and recognized by multiple organizations multiple times as a top fastest grown business enterprise. Vasanthi and her team, driven by value focused in quality, offer yet another competitive advantage to Viva's customers in this heavily populated services field. Viva is able to provide high-quality services at competitive prices, which is a huge advantage alone. Read more about Viva and its competitive advantages [here](#).

MINORITY BUSINESS DEVELOPMENT SPOTLIGHT

Cisco 2014 UCLA MDE Scholars

Since 2002, we have sponsored 71 people from 47 diverse suppliers to complete a 4-day workshop on leadership skills and strategy at the Management Development for Entrepreneurs Academy at the University of California, Los Angeles.



Madison Gunter III (right) congratulates the scholarship winners. (Left) Noah Vasquez, CEO, Competitive Range Solutions, (Cisco Partner) and (Middle) Swetha Redreddy, Director, Varite, Inc. (Cisco Supplier)

2014 Forum Scenes

*The photographs on this page are courtesy of Vern L. Howard of *A Start's Photography*, a certified MBE.



Forum Speakers

(Left to Right): Reggie Humphrey (General Motors), Michelle Taylor, (Cummins), Matt Karst (Westcon/Comstor), and Scott McGregor (Cisco)



Forum Attendees

(Left to Right): Bob Wells (World Wide Technology) and Albert Chen (Telamon)

Fourth Annual Cisco Partner Operations Diversity Forum at NMSDC

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Our guests heard about cloud technology, cloud opportunities, and customer success stories. Scott McGregor, a six-year Cisco veteran, is a program manager with the Cisco Sales Associates Program and Partner Sales Academy and the lead for Project Infusion, an initiative to recruit diverse candidates into the Cisco sales force, shared with us the technology of the cloud and some amazing stats on the future growth, use, and projected

partnership with Cisco helps to drive diversity throughout their supply chains with innovative solutions.

Our forum was followed by a networking reception where our customers and diverse partners held one-on-one meetings with our management team and each other. This year's forum was rated as one of our most successful programs to date by our survey respondents.



Cisco Team

(Left to Right): Harold Cain, Rhonda Lynch, Madison Gunter III, Karen Mangia, Steve Marcinek, and Scott McGregor

spending on cloud services. Matt Karst, senior director, cloud solutions at Westcon/Comstor, a major Cisco distributor, introduced a new comprehensive approach to help with partner enablement through the entire cloud lifecycle. And lastly, we heard from our customer representatives from Cummins and General Motors. Michelle Taylor, the diversity procurement director at Cummins, shared with our audience how diversity in our channel partners program supports their supplier diversity initiative. Senior Manager of Supplier Diversity at General Motors Reginald Humphrey had all GM car owners in our audience raise their hands. His ultimate message to the audience was how GM's

Our forums are held during two national industry conferences: the National Minority Supplier Development Council (NMSDC) Annual Conference and Business Opportunity Fair and the U.S. Department of Commerce Minority Business Development Agency's National Minority Enterprise Development (MED) Week.

(Left to Right): Karen Mangia (Cisco) and Joset Wright-Lacy (NMSDC)



INTERNATIONAL

News

CAMSC 2014 Tech Forum

(Left to Right): Cassandra Dorrington, (CAMSC,) Nancy Minchillo, (HP), Madison Gunter III, (Cisco)



The **Canadian Aboriginal Minority Supplier Council** (CAMSC), led by Cassandra Dorrington, held its Diverse Partners Technology forum event this past winter in Toronto. Cisco is a charter and corporate member and was a sponsor of this event. The forum's theme was Connecting for Growth.

The event was attended by corporate and government technology leaders who are interested in using the innovation, talent base, and market linkages that diverse technology partners and solutions developers offer. Aboriginal and minority-owned technology firms were invited to strengthen their partnerships and explore opportunities to further collaborate with technology OEMs and some of the largest private and public sector clients. Madison Gunter III, business development manager at Cisco, served as both a guest panelist and as a workshop leader and provided the meeting's closing remarks.

Connect 2014, **Supply Nation's** annual two-day event that includes a conference, indigenous business trade show, and gala dinner with supplier diversity awards ceremony, was held in Sydney, Australia this year.

The Connect 2014 theme is Leading Change in Business,

reflecting the innovation and achievements of Supply Nation certified suppliers and the diversity in members' supply chains, which are yielding results.

Cisco, a board member of this organization, which supports the

growth and development of indigenous-owned suppliers, led a workshop on Tier 2 sourcing at the conference. At the sold-out gala dinner and awards ceremony, Supply Nation CEO Charles Prouse presented the awards and provided encouraging words to the deserving award winners. Click [here](#) for more about Supply Nation and Connect 2015.



Broward College's First "Shark Tank" Business Competition

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Unlike the ABC reality series, the competition was open to local small disadvantaged businesses to present their business to a panel of nine judges from corporate America, local governments, private business owners, and one Broward College student from its college of supervision and management. Out of 100 small business attendees, 25 submitted their business cards for the drawing to compete. Eight of these businesses competed for the grand prize of an Apple iPad Air and the chance to spend a whole day with eight of the competition's judges, one of which was Cisco's Madison

Gunter III, manager, business development and strategic operations. The contestants were evaluated on eight

criteria: point of view, content, visuals, confidence level, body language, preparedness, Q&A response, and attire.

Following the competition, Gunter met with each of the three winners for a one-on-one mentoring session. He was instrumental in providing information regarding future business plans, go-to-market strategies, management and leadership ideas, and business development techniques. All of the winners were extremely grateful and promised to use this new relationship as their companies grow.

Jay Reynolds of WolfCreek Consulting, the grand prize winner, was quoted in the *Sun Sentinel* when asked about the competition as saying, "For Broward College, this was creative and visionary because small businesses really don't get access to large companies often. It's a long, convoluted effort to do that. This was a unique way for small businesses to present their goods and services to decision makers from Fortune 500 companies. It was an amazing opportunity."



Dicky Sykes, the college's director of supplier relations and diversity, indeed did get the idea for this competition while watching the hit ABC show. She saw a way to give small disadvantaged businesses access to decision makers and a chance to hone their presentation skills. And according to Reynolds, the two runners-up, and many others who did not compete, Ms. Sykes's business competition idea was hugely successful. One of the winners has a signed contract with one of the competition's corporate judges to perform diversity and inclusion training, and one has commitments

to work on projects as a result of the competition. Even the mayor of Davie, the honorable Judy Paul, got in on the fun and served as a judge and later

applauded Sykes and Broward College for a job well done in her closing remarks.

Dicky Sykes, the brainchild behind many innovative supplier diversity programs at the college, believes an organization's supplier diversity program is successful when you (1) engage and involve all stakeholders, including corporate America and local government; (2) use innovation, creativity, and technology to make supplier diversity fun; and (3) create value propositions for all parties.

Sykes plans to bring the competition back next year and hopes to partner with the college's **Cisco Networking Academy**, which collaborates with organizations around the world to help students prepare for in-demand information and communication technology (ICT) jobs and career certifications.

BROWARD COLLEGE'S SHARK TANK COMPETITION



2014 Award Winners

Jay Reynolds – Grand Prize Winner (WolfCreek Consulting), Gail Birks – 1st Runner-up (CMA Enterprise Incorporated), Donald Carson- 2nd Runner-up (Carvechi Tech)



2014 Participants

Front Row (left to right) Jasmine Jones, Honorable Mayor Judy Paul, Jay Reynolds, Dicky Sykes, Gail Birks, Donald Carson, Miranda Grubb, John Thornton, Christine Pincus, Helen Cordero

Back Row (left to right) Judy Schmelzer, Robert Fuller, Madison Gunter III

CONTRACTING

News

PROSYS Wins Big with Cisco Executive Mentor Protégé Program (EMP²) Support

ProSys, a repeat and recent winner at the 2014 Cisco Partner Summit, continues to win big. The woman-owned business, based in Atlanta, Georgia, won the Cisco award for its excellence in bringing together custom IT solutions and engineering expertise with innovative technology applications and best-in-class products. It recently won big as a protégé in Cisco's mentoring program. With the support of the global supplier diversity business development team, ProSys was positioned for and won a \$14.7 million contract to sell Cisco technology to a multinational company. Read more about ProSys [here](#).

Federal Government Meets Its Annual Small Business Contracting Goal

The Small Business Administration (SBA) recently **announced** that for the first time in 8 years, the federal government has met its annual 23 percent spend goal for small business contracting in its fiscal year 2013. A purported \$83 billion dollars in revenue was earned by small businesses, despite a decline in overall government spending.

Highlights from this article and scorecard include:

- The three top performing agencies based on the current scorecard: Department of Interior, Department of Transportation, and Office of Personnel Management.
- Small disadvantaged firms received 8.6 percent of all federal contracts, totaling \$30.6 billion dollars.
- The federal government exceeded its 3 percent contracting goal for small businesses owned by service-disabled veterans.
- These businesses received 3.4 percent of federal contracts, totaling more than \$12 billion dollars.
- Federal contracting with women-businesses saw an increase, even though the 5 percent goal was not met.

Read the entire announcement [here](#).

Related links:

- [Small Business Administration \(SBA\)](#)
- [Small Business Procurement Scorecards](#)
- [List of United States Government Departments & Agencies](#)

IN THE NEWS...

Minority Business News

USA [From America to Australia and Beyond: Cisco's Denise Coley promotes supplier diversity](#) March 2014

DiversityCareers

Magazine [Lean, focused MBEs flourish in a tricky economy](#) February/March 2014

DyNAMC Magazine

Roundtable Discussion: [Industry Leaders Discuss Strategies to Increase Inclusion](#) February 2014

GSDDBD PROGRAMS

News

Cisco Protégé Program (CP²) Executive Speaker Series

In response to our current and past Executive Mentor Protégé Program (EMP²) members' requests, two very well-attended and well-received events in this speaker series were held earlier this year. Chuck Schadl, group manager, government contracting services for the Georgia Institute of Technology (Georgia Tech), kicked off the calendar year series with an hour-long presentation on how to be successful in federal government contracting. Schadl used his "1, 3, 4, 5, 7, and 21" method of instruction, which covered the following:

- Review the one big challenge
- Give you three tips
- Teach you four government terms
- Answer five burning questions
- Give you seven hints
- Take you through twenty-one steps

Chuck directs two primary federal contracting support services groups at Georgia Tech: Georgia Tech Procurement Assistance Center (GTPAC) and the [Contracting Education Academy](#) (The Academy).

GTPAC is one of 98 federally sponsored programs of the U.S. Department of Defense's [Defense Logistics Agency](#) (DLA). Georgia Tech's PTAC has been in existence for almost 30 years and is one of the most successful PTACs because of its innovative and successful training programs, its superior customer reviews, and its continued commitment to excellence. GTPAC's mission is simply to help Georgia businesses, at **no cost**, to identify, compete for, and win government contracts: local, state, and federal.

The Academy is an equivalency provider (through Georgia Tech) for the [Defense Acquisition University](#) (DAU), which is the corporate university for federal acquisition professionals and is dedicated to providing contracting training to current federal government contracting officers and to those

who do or want to do business with the government.

Cisco's Karen Mangia, senior director listening services center of excellence and global supplier diversity business development, led our second series this year and challenged our CP² audience members to be the most informed person in the room. How? Know what your customers are experiencing right now with your solutions through the value of customer surveys.

At Cisco, customer satisfaction is a core value. Since 1992, Cisco has conducted an annual customer satisfaction survey. The Listening Services COE specializes in collecting, analyzing, and presenting customer, partner, and sales feedback. It manages Cisco's customer satisfaction survey and offers a full range of service offerings to help you better understand and meet your customers' needs, in addition to survey services. By monitoring customer satisfaction and responding to problems, you can improve customer loyalty and protect revenue and profitability. Sample Listening Services COE successes from actionable recommendations implemented by clients:

- Lead time for scheduling lab event (number 1 issue): Reduced from 3 to 5 months to 4 to 6 weeks
- Field systems engineer (SE) productivity (number 2 issue): Increased productivity by giving 2 to 3 days back to the SE (per event)
- Field satisfaction level with customer proof of concept: Improved from 3.5 to 4.6
- Increased demo loans by 13 percent year over year
- Reduced "receiving" service-level agreement (SLA) from 3 weeks to 5 days
- Decreased return shipping service level from 5 days to 2 days
- Global field satisfaction score increased from 3.8 to 4.34

Partner Operations Diversity Forum at 2014 Minority Enterprise Development Week

Partner Operations Diversity forums are designed to connect VARs, DVARs, and distributors with Cisco executives to share and receive focused information with our partner community and show how together we can maximize growth by collaborating.

Additionally, our forums are designed to connect our customers with our partners as an opportunity for partners to enhance or find new opportunities with our customers.

In conjunction with the U.S. Department of Commerce Minority Business Development Agency's national Minority Enterprise Development (MED) Week Conference that was held July 31 through August 1 in our nation's capital, the Cisco global supplier diversity business development group held one of its two annual partner operations diversity forums.

This year's theme, "Cisco Technology Innovation, Integration, and New Market Opportunities," included insightful and value-added information on the following areas:

- Cisco federal set-aside initiative
- Doing business in federal space
- Cisco cloud services

Surveyed participants continue to find value in this program, its speakers, and their potential for business development. Each year we pay special attention to our forum survey results and consider this year's program one of our more pivotal programs, as all of the 2012 (the 2013 MED Week conference was cancelled by the MBDA) top suggestions for program enhancements were met and exceeded participants expectations. For more details about the MED Week conference, visit [2014 National MED Week](#).

CSR Impact Report: Executive Mentoring

One of the first mentors in the Cisco Executive Mentor Protégé Program (EMP²) was Carlos Dominguez, a Cisco senior vice president. He was recently featured in a new Corporate Social Responsibility Impact Report series discussing how diversity wins business for growing companies and for Cisco. As an executive mentor to a diverse protégé in this program, Dominguez shares how he was able to help his protégé company and how important mentorship is to diverse businesses and for strengthening supply chains. Read the full impact story [here](#):

GSDDB AWARDS WALL

2014

Top 30 Champions of Diversity Award
-DiversityPlus Magazine

Corporate 101: America's Most Admired Corporations for Supplier Diversity -Minority Business News USA

Top Supplier Diversity Programs for Veterans -U.S. Veterans Magazine

Top Diversity Employers -Professional Woman's Magazine

Top LGTB-Friendly Companies
-Professional Woman's Magazine

Top Disability-Friendly Companies
-Professional Woman's Magazine

Women's Enterprise USA's 100 Corporations of the Year -WE USA Magazine

Who's Who in Supplier Diversity Business Development -Minority Business News USA

Top Organizations for Multicultural Business Opportunities (Cisco ranks #6) -DiversityBusiness.com



Cisco Global Supplier Diversity Business Development is now on LinkedIn!

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GSDDB TEAM



Cisco Global Supplier Diversity Business Development