



Cisco Renewals Manager v2.0 (700-805)

Exam Description: The Cisco Renewals Manager v2.0 (CRM 700-805) is a 90-minute exam that tests a candidate's proficiency in managing a recurring revenue business within the Cisco ecosystem. As the industry transitions from transactional, one-time sales to a subscription-based model, the Renewals Manager has evolved from a contract processor into a strategic lead responsible for protecting and growing the partner's recurring revenue base.

The following topics are general guidelines for the content likely to be included on the exam. However, other related topics may also appear on any specific delivery of the exam. To better reflect the contents of the exam and for clarity purposes, the guidelines below may change at any time without notice.

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| 10% | 1.0 | Customer Experience and Success Foundations |
| | 1.1 | Analyze how Customer Experience (CX) and Customer Success (CS) fundamentals drive customer outcomes throughout the lifecycle |
| | 1.2 | Interpret how the LAER model influences renewal outcomes and strategy |
| | 1.3 | Evaluate the impact of the T+ proactive renewal approach to protect recurring revenue |
| | 1.4 | Understand how the RM role contributes to Cisco 360 Partner Value Index (PVI) and Practice Maturity |
| | 1.5 | Determine the necessary cross-functional alignment (Sales, CSM, Technical) required to ensure lifecycle continuity |
| 20% | 2.0 | Roles, Responsibilities, and Alignment |
| | 2.1 | Understand the RM's actions as the 'Renewal Lead' across the LAER lifecycle |
| | 2.2 | Determine the required internal stakeholder alignment (Sales, CSM, Ops) for renewal success |
| | 2.3 | Understand stakeholder alignment to ensure renewal readiness and clarity of ownership |
| | 2.4 | Analyze ownership of renewal tasks using the RACI framework to prevent execution gaps |
| | 2.5 | Identify the commercial handshakes required for successful renewal readiness |
| 30% | 3.0 | Renewal Workflow |
| | 3.1 | Analyze the 3-phase renewal workflow (Preparation, Engagement/Proposal, Execution/Continuity) |
| | 3.2 | Prioritize renewal activities based on T-Minus operational checkpoints (T-120, T-90, T-60, T-30) |
| | 3.3 | Evaluate the accuracy of the Install Base (IB) to ensure quote readiness |
| | 3.4 | Determine the appropriate engagement motion (High-touch vs. Digital) based on customer signals |

- 3.5 Analyze the steps required to facilitate commercial execution and order booking to maximize OTRR
- 20% 4.0 Tooling and Data Integrity**
 - 4.1 Interpret Install Base (IB) data using Cisco Ready for Partners to identify coverage gaps
 - 4.2 Analyze PXP data to prioritize the renewal pipeline and track partner KPIs
 - 4.3 Validate quote components (SKUs, terms, dependencies) in CCW-R to prevent booking holds
 - 4.4 Interpret EA consumption and financial milestones (True Forward/True Up) in EAWS
 - 4.5 Remediate data misalignments (e.g., Partner Holding Accounts) to ensure entitlement accuracy
- 20% 5.0 Risk, Growth, and Practice Maturity**
 - 5.1 Interpret recurring revenue financial metrics (ARR, ACV, TCV, NRR, OTRR) to assess portfolio health
 - 5.2 Explain the financial impact of renewal performance on partner profitability and Cisco 360/CPI incentives
 - 5.3 Identify expansion signals (Usage, Maturity, Strategic Pivot) to align with Sales/CSM
 - 5.4 Categorize renewal risks (Adoption, Technical, Commercial, Contractual) based on early warning indicators
 - 5.5 Evaluate mitigation strategies for identified renewal risks