

My manager wanted me to redesign this page. The following is a before and after.

The screenshot shows a web browser window displaying the Cisco TelePresence Technology Group website. The page title is "Programs and Promotions". The header includes the Cisco logo, a "Log In" link, and navigation menus for "IWE", "Cisco Sites", "Navigation Tools", and "Emergencies". There are search and directory buttons. A left-hand navigation menu is visible, listing various categories such as "Cisco Employee Connection", "Organizations", "Cisco Development Organization (CDO) & Development Council", "Cisco Development Organizations", "TelePresence, Emerging Technologies and Consumer Business", "TelePresence Technology Group", "Selling TelePresence", "TelePresence Products", "Exchange & Cloud Services", "Experiences", "Tandberg Integration", "Programs & Promotions", "Business Video", "Commercial Field Trial", "Launches", "Partner & Ecosystem Programs", "TelePresence Ambassador Program", "COP15 United Nations Climate Change Conference", "TelePresence Acceleration Program", "Industry Content Advisor", "Cisco TelePresence Promotions", "Room Experience", "News", "Technical Resources", and "Contacts". The main content area features several sections with blue headers and descriptive text:

- Business Video**: Marketing strategy site spotlighting the latest video messaging. Includes information about "medianet," the actual intelligent system on which business video runs.
- Commercial field trial**: Information about the TelePresence Commercial field trial.
- Launches**: A summary of TelePresence product marketing launches.
- Partner and ecosystem programs**: TelePresence partner information.
- Promos and trade-ins**: SPIFF, Try and Buy, trade-ins, and other promotions.
- TelePresence Ambassador program**: Use executives to help sell TelePresence.
- COP15 United Nations Climate Change Conference**: The COP15 United Nations conference is the largest global political event in 2009. It took place December 1-18, 2009 in Copenhagen, Denmark. It is a major sales opportunity for you and Cisco.
- Cisco TelePresence Acceleration Program**: A co-sponsored Sales & Marketing initiative to drive FY10 revenue growth for Cisco TelePresence solutions.
- Industry Content Advisor**: Search tool to help find specific Industry content.
- Cisco TelePresence Promotions**: Cisco TelePresence has extended and updated several promotions through July 30th to continue to drive sales.



Log In

WE

Cisco Sites

Navigation Tools

Emergencies

Search

Go

Directory

Go

TelePresence Technology Group

# Programs and Promotions



- Cisco Employee Connection >
- Organizations >
- Cisco Development Organization (CDO) & Development Council >
- Cisco Development Organizations >
- TelePresence, Emerging Technologies and Consumer Business >
- TelePresence Technology Group >
- + Selling TelePresence
- + TelePresence Products
- + Exchange & Cloud Services
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- + Programs & Promotions**
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- + News
- + Technical Resources
- + Contacts



### Cisco TelePresence Promotions

Cisco TelePresence has extended and updated several promotions through July 30th to continue to drive sales.



### Launches

A summary of TelePresence product marketing launches.



### Business Video

Marketing strategy site spotlighting the latest video messaging. Includes information about "medianet," the actual intelligent system on which business video runs.



### Partner and ecosystem programs

TelePresence partner information



### Promos and Trade-ins

SPIFF, Try and Buy, trade-ins, and other promotions.



### TelePresence Ambassador program

Use executives to help sell TelePresence.



### Cisco TelePresence Acceleration Program

A co-sponsored Sales & Marketing initiative to drive FY10 revenue growth for Cisco TelePresence solutions.



### Industry Content Advisor

Search tool to help find specific Industry content