



Cisco Smart Services: *a forma inteligente de proteger o seu investimento*

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Services facts and benefits

About the warranty:

- **Replacement under 10 days** in most cases
- **No TAC access** except for E-LLW products (business hours, basic support, 90 days)
- **No IOS update or upgrade** except for bug fix and minor updates

Facts

- Network downtime incidents cost large customers an average **3.6%** of their annual revenues
- **95%** of technical problems are through human error rather than device failure

Service benefits:

- Customer satisfaction
- Optimize customer network availability
- Extend life of network assets
- Maximize return on network investment - ROI
- Increase operational efficiency and reliability

Technical Services cover...



70% of all worldwide network devices



We deal with **6 million customer** and partner interactions per year



The majority (**84%**) of all problems are solved without the customer or partner ever having to speak to someone from Cisco



In TAC we have more than **650 CCIEs** and R&D engineers speaking multiple languages, available **24/7/365**



We serve **128** countries via **1100+** depots, with \$5B+ in spare parts inventory, delivering **840,000** parts annually to minimise disruption



Our software/IOS has been updated **900+** times since its original version

Cisco SMARTnet Key Features

Cisco SMARTnet

- ▶ 24x7 global access to Cisco Technical Assistance Center (TAC)
- ▶ Access to the extensive Cisco.com knowledgebase and tools
- ▶ Next-business-day advance hardware replacement
 - ▶ 2-hour, 4-hour, return to factory replacement and on-site installation also available
- ▶ Operating system software updates



Problems with Reactive Support Approach

- Reactive support has been around a long time
- When someone notices a problem they call for help
- Problems often reoccur since solutions are often quick and narrowly focused
- Leads to fire-fighting approach which waits for downtime and service interruption before responding
- Leads to short term workarounds and temporary solutions rather than root-cause identification and avoidance of future disruptions



Reactive to Proactive Support Models

- Reactive Support Model
 - Similar to waiting for a car to break down and then fixing it
 - Sudden breakdowns cause lost opportunities and big bills
- Proactive Support Model
 - Similar to performing preventative maintenance to avoid breakdowns
 - Proactive notification of problems
 - Avoid surprises and control costs
 - Focus on Cisco Smart Services



Evolução dos serviços Cisco: de Smartnet a SmartCare

Smartnet



Resolução reactiva de problemas

- Acesso ao TAC 24X7
- Acesso a Cisco.com e suas ferramentas
- Substituição de material em 2 horas, 4 horas, NBD e onsite
- Actualizações de Software (minor e major)

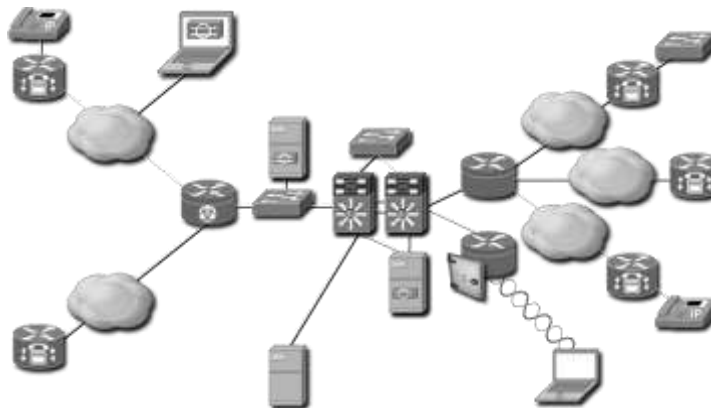


SmartCare



Prevenção proactiva de problemas

- Suporte reactivo e adicionalmente:
- Acesso ao portal Smart Care
- Notificações proactivas e alertas
- End of Life
- Alertas de Segurança
- Diagnósticos de dispositivos e de rede



Benefits of Proactive Service Approach



- **Customer Benefits**

- More uptime

- More predictable IT expenses

- Fewer surprises

- Higher employee productivity and customer experiences

- **Partner Benefits**

- High quality, loyal customer base

- Predictable, recurring revenue

- More predictable staffing and scheduling

Smart Care Features and Benefits

FEATURE

- Proactive notifications (PSIRTs)

BENEFIT

- Provides security vulnerability information

EXAMPLE

- A 3750 switch has an SNMP-exploitable hole
- PSIRTs are issued to recommend corrective action

Smart Care Features and Benefits

FEATURE

- Device diagnostics (Smart Call Home)

BENEFIT

- Proactive diagnostics and remediation advice

EXAMPLE

- Fan on SCH enabled 6500 switch fails
- Device Diagnostics detects signs, issues alert and can escalate to TAC

Smart Care Features and Benefits

FEATURE

- Assess and Prepare

BENEFIT

- Monitors network readiness to support new technologies

EXAMPLE

- Customer wants VoIP technology
- Assess and Prepare enables network analysis

Smart Care Features and Benefits

FEATURE

- Reports

BENEFIT

- Demonstrates the value of service to customers, End of Life, End of Support

EXAMPLE

- Weekly reports: Summarize maintenance problems so work orders can be issued
- EoX Reports: Product lifecycle alerts. Possible technology migrations

THANK YOU