

How to Sell Cisco® Technical Services



Selling Services Increase Sales Opportunities

Expand your options for greater revenue generation and strengthen your customer relationships by selling Cisco Technical Services. Using proven, repeatable service methodologies and processes based on the Cisco Lifecycle Services approach can help you reduce the cost, time and risk of selling services. Leveraging the Cisco service infrastructure means you can add more services to your portfolio mix and offer value-added bundled solutions without having to make significant investments in developing and operating your own support system.

Research shows that customers who purchase services are more loyal and this correlates directly to increased service and product sales. A 5% increase in customer retention, due to increased loyalty, yields a staggering 75% increase in the net present value of an existing customer, according to Fred Reichheld, widely recognized as one of the world's leading authorities on business loyalty. Selling services may also provide the opportunity for higher profit margins and predictable recurring revenue.

Benefits to Partners:

- Promotes greater cash flow and higher profit margins
- Strengthens competitive advantage
- Builds solid customer relationships and loyalty

Building Customer Success

A healthy network is vital to keeping your customers' business operating efficiently. Improve the uptime and reliability of your customer networks by providing the services they need to quickly resolve problems, manage changes, and have greater visibility into their network. Cisco offers a broad range of support services designed to meet your customer's business needs for high-quality network performance while controlling operational costs.

Benefits to Customers:

- **Business Credibility and Continuity:** Technical services help protect every type and size of business from the serious financial impact and damage to customer confidence that can arise from network degradation or disruption.

- **Return on Investment:** Support contracts provide Operating System updates and enhancements that can help extend the productive life of your customer's network to deliver a higher return on their technology investment and control operating costs.
- **Operational Reliability and Efficiency:** Customers can feel confident that any issue will be handled quickly by networking specialists who are among the best in the industry and have a reputation for timeliness, responsiveness, and dedication to customer success. Technical support speeds access to applications and services to promote greater productivity

Ask the Right Questions

Customers want increased operational efficiency and cost avoidance. Ask the following questions to determine the customer's ability to respond to network issues:

- Do you keep spare parts for your system?
- How would you handle a situation when the network is down?
- Do you have internal resources available to assist when your network goes down?
- On average how much time does it take to resolve issues related to your network?
- What is the cost to your business of your network being unavailable?
- Do you operate a back-up system?
- What happens if you want or need to upgrade the operating system?

The Value of Support

Customers can not afford business disruptions and appreciate the level of confidence that Cisco Services offer. A recent Cisco Independent Research Study in June 2007¹, shows that businesses directly correlate the value of services to their bottom line as seen in the following examples:

Lowered Total Cost

- 100% agreed benefits of network support outweighed the costs
- 90% said without their Network Service, they would need to hire and train additional employees and this would cost more than the cost of their Network Service contract.

Improved Network Operations

- 90% experienced a reduction in downtime and decreased the total number of network interruptions with Commercial Network Services

Higher Level of Network Expertise with Network Services

- 100% agreed the network was up and running faster after an issue due to their Network Service. Reasons include professionals are up-to-date, have best-of-breed training, proven and tested certifications and higher level of security expertise

Improved Business Productivity

- Any time the network is down, productivity can drop anywhere from 20% to 80% - depending on a company's reliance on the network. Minimizing this disruption protects today's business revenue and bottom line

¹ Source: A commissioned study of SMB customers conducted by Forrester Consulting on behalf of Cisco., 16 IT decision makers, 1000 employees, IT professionals (or decision-makers) US/Canada, March 2007.

Commitment to Customer Success

With Cisco, your customers get service and support that consistently receives high satisfaction ratings from customers and industry recognition year after year. Recent certifications such as the 2007 JD Power certification illustrate how Cisco continues to set the standard when it comes to support performance and value to our customers. For the past two years JD Power and Associates and the Services and Support Professional Association recognized Cisco for technology service and support excellence, citing Cisco and its partners for continued commitment to customer satisfaction. Cisco's high customer satisfaction ratings validate the dedication and commitment Cisco has for customer success.

Leverage Award-winning Cisco Technical Services

Cisco delivers award-winning technical service and support to help keep your customers' networks running optimally. These services include various combinations of the following capabilities and support deliverables:

Cisco Services Key Capabilities:

- **Direct access to Cisco Technical Assistance Center (TAC) engineers**
Access to Cisco network and application software engineers for timely issue resolution and expertise in a broad array of technologies.
- **Advance Hardware Replacement**
Time-sensitive delivery of replacement hardware to maintain network operations. Cisco offers several service level options to get networks back up and running quickly including a two- and four-hour delivery timeframe where available. There is also an option for an engineer to install hardware onsite.
- **Web-based tools and documentation (Cisco.com)**
Resolve issues faster with automated troubleshooting tools and technical knowledge library. Enables solving network issues without opening a case.
- **Operating System (OS) Support and Updates**
Maintain the resiliency of the Cisco network, increase operational efficiency and stay current with the most up-to-date system software
- **Software Application Support, Updates and Upgrades**
Expand application functionality with updates and specialized support
- **Remote Monitoring, Management and Remediation**
Proactively improve network performance with comprehensive monitoring, issue resolution and day-to-day management
- **Security Protection**
Help prevent, mitigate, and quickly remediate potential IT attacks
- **Diagnostics and Alerts**
Proactively maintain network health, stability, and agility

Cisco Technical Services Portfolio

Services are designed to meet the needs of enterprise customers, small- and medium-sized businesses (SMB), or specific technologies such as Cisco Unified Communications, Security and Telepresence. Availability of Cisco Service offerings vary by geographical area.

Cisco SMARTnet Service and SMARTnet Onsite

Sell when your Enterprise or SMB customer needs a comprehensive, extensive support package to protect network investments and avoid downtime on networks running mission-critical applications. This industry leading technical support service offers direct, anytime access to Cisco engineers and an extensive range of technical resources. SMARTnet delivers rapid issue resolution, flexible device-by-device coverage, and premium service options to help maximize operational efficiency.

Cisco Smart Foundation Service

Formerly called SMB Support Assistant, Cisco Smart Foundation Service is specifically designed for small and medium-sized businesses. Sell this service to customers who need simplified, cost-effective, network support on select Cisco SMB products to help ensure operational reliability and protect technology investments. Cisco quality support scaled for SMB needs. This service is for business up to 250 employees.

Cisco Smart Care Service

Sell and collaboratively deliver Cisco Smart Care Service to your SMB customers who need network-wide support on commercial-class products as well as proactive monitoring, assessments and remote repairs. Cisco Smart Care Service is sold by the partner and collaboratively delivered by both Cisco and the partner with the assistance of technical tools, a robust, web-based, technical resource site and hardware replacement.

The Cisco Smart Care Service is generally available in several countries in Europe. Smart Care will be available in other countries over time. View targeted [General Availability](#) dates for other countries.

Cisco Software Application Support Services

Cisco Software Application Support (SAS) and Cisco Software Application Support plus Upgrades (SASU) strengthen application availability, functionality, and reliability. Sell this service to Enterprise and SMB customers who need around-the-clock access to technical support, software updates, and with SASU, major upgrades. Mission-critical software applications, like network management and voice-over-IP, are kept current with application updates.

Cisco SMARTnet Service for Smart Business Communications System (SBCS)

The SBCS is a simple, secure, and comprehensive solution for small businesses. Sell this service when your customer needs rapid issue resolution and complete solutions-level technical support for the Smart Business Communications System. SBCS consists of UC500, CE520, CE521, CE526, Unified IP Phones, Configuration Assistant, Monitor Manager & Director. Service is for up to 48 users.

Cisco Unified Communications Essential Operate Service

Services for Cisco Unified Communications can differentiate you in the market and help align your portfolio to the increasing demand for integrated communications products and applications. Sell Cisco® SMARTnet Service and Unified Communications Essential Operate Service to customers

who need to maintain the high availability, security, and operational efficiency of their Cisco Unified Communications network. These services provide the proper operational support to help customers gain the full advantage of their converged voice and data infrastructure. In addition, Unified Communications Software Subscription (UCSS) is available as a product offering and provides major upgrades associated with the application. Unified Communications Essential Operate Service and UCSS replaced SAS/SASU on Unified Communications products. For hardware and OS support on Unified communications products, Cisco SMARTnet is the appropriate service.

Cisco Services for Integrated Services Routers (ISR)

Sell service bundles, combining hardware and software application support, for the Cisco 2800 and 3800 series Integrated Services Routers with voice applications. These maintenance bundles combine SMARTnet hardware support services with Software Application Support plus Upgrades (SASU) in a single bundle.

Cisco Security IntelliShield Alert Manager Service

Security issues are a major concern for businesses of any size. Sell Cisco Security IntelliShield Alert Manager Service to address your customer's need for a customizable, web-based threat and vulnerability alert service that allows easy access to timely, accurate and credible information about potential vulnerabilities in their environment.

Cisco Services for Intrusion Prevention System (IPS)

Cisco Services for IPS helps protect networks against threats by enabling the network to respond quickly and effectively against the threat of many malicious or damaging attacks. Sell this service when your customer needs their IPS solutions to stay current with ongoing signature file updates and around-the-clock hardware and software support including operating system updates. This service enhances the performance of Cisco IPS and helps ensure business continuity by making sure that a wide variety of malicious or damaging traffic is accurately identified, classified, and stopped in real-time.

Seize the Window of Opportunity

Cisco Technical Services are most attractive to customers when they are sold as value-added features available with their product purchase. Show the bigger picture: Services help ensure greater business productivity and keep the network primed for enhancements to meet increasing business demands.

- Sell Services at the beginning of the sales process. Your customers typically define budgets once at the beginning of the sales cycle.
- Add value with Multiyear Service Agreements. MSA's can help you increase customer loyalty by continuous coverage, reduce administration costs, improve cash flow, increase revenue opportunities and lock in prices and enhance margins.
- Sell services on uncovered equipment by showing how Cisco Technical Services can help solve business problems. Make sure your sales approach coincides with critical moments in your customer's decision-making process:

90 days after the first sales (Remind the customer that the warranty coverage has ended)

When there has been a problem (The ideal time to follow up is about 30 days after resolution. Conduct a "lessons learned" evaluation)

At the time when you renew, add or replace other contracts (This is a good opportunity to get an entrance into other areas of the customer's network).

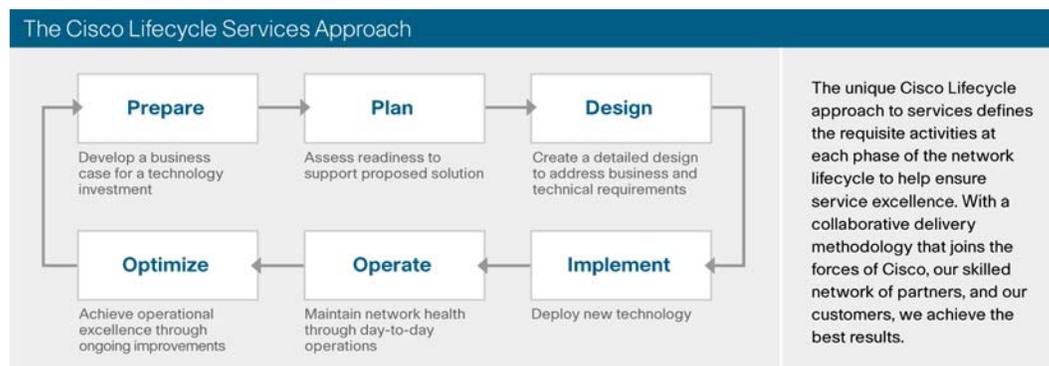
Why Cisco Services

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the best results.

Cisco Technical Services are in the Operate phase of the Cisco Lifecycle Services framework. In the Operate phase customers are focused on maintaining and enhancing network health for more uptime and lower operating costs.



For More Information

Visit the Cisco Technical Services web page: www.cisco.com/go/ts



Americas Headquarters

Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters

Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters

Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, PIX, ProConnect, ScriptShare, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0708R)